

Cat Herp

THE Publishers' Weekly

O.P.L.
SEP 1 - 1925
R.R.

The American BOOK TRADE JOURNAL

VOL. CVIII

NEW YORK, AUGUST 29, 1925

No. 9

8 *Novels only* **8**

on the STOKES Fall List

—but every one will sell! Two, coming soon, are:

RUBEN AND IVY SEN

By LOUISE JORDAN MILN

Author of "In a Shantung Garden," "Mr. Wu," etc.

If the sales of "In a Shantung Garden"—now in its 36th Thousand—are any indication, you can look for substantial business with this new story. It tells of Mrs. Sen (of "Mr. and Mrs. Sen") and her delightful children, and answers dramatically the question, "What happens when East marries West?"

Publication: September 17. Striking Chinese jacket. Net \$2.00.

POSSESSION

By LOUIS BROMFIELD

Author of "The Green Bay Tree"

Look up your sales of "The Green Bay Tree." Then note that a prominent critic says: "I have no hesitation in saying that 'Possession' is not merely an amazing advance upon 'The Green Bay Tree,' but puts the author at once in the very front rank of present-day American novelists." We agree so heartily that we urge you strongly to order well in advance and watch your stock carefully.

September 25. Striking jacket. Net \$2.50

443-4th Ave.

FREDERICK A. STOKES COMPANY

New York



Howard Vincent O'Brien

Does the world belong to the man who can't see a joke? You'd be outraged if some one said you didn't have a sense of humor... but isn't it a handicap? The author of **TRODDEN GOLD** answers these questions in **WHAT A MAN WANTS**. Published Sept. 4th. net, \$2.00



Margaret Kennedy

With **THE CONSTANT NYMPH** the "best-seller" of the year... now in its 105th thousand... many will look with interest to Margaret Kennedy's first novel, **THE LADIES OF LYNDON**, which makes its first appearance in America, Sept. 4th. net, \$2.00

WHO'S WHO among BOOKS

.... 6000 new books are published every year. Booksellers only have the time and space for the leaders. Here are the big ones for September.

Doubleday Page & Co.



Anzia Yezierska

Twenty years ago she came to America from Poland and, being unable to speak our language, made her start as a dishwasher in a hotel. Now, in telling the story of the ragged, hungry, indomitable little Sara, she has told the story of New York's great East Side. **Watch! BREAD-GIVERS** will get as high praise as any novel in recent times. Out Sept. 4th. net, \$2.00



Kathleen Norris

... whose new novel **LITTLE SHIPS** will dominate the public attention when it is published Sept. 10th. **LITTLE SHIPS** never appeared in any magazine. net, \$2.00

"She was the loveliest thing that ever was"—said James McNeile Whistler

of Lillie Langtry

(Lady de Bathe)

The despair of
portrait paint-
ers—

The warm
friend of Glad-
stone—

The darling of
American play-
goers—



The inspir-
ation of Oscar
Wilde—

The riding-
companion of
the Prince of
Wales—

Lillie Langtry
played all of
these parts and
many others.

Her Memoirs

THE DAYS I KNEW

"Is such a book as Helen of Troy might have written with a laughing eye on Achilles, Agamemnon, and the other heroes of her disastrous face—if only she had possessed Mrs. Langtry's sense of humour. . . . To unite beauty and humour is the paradox which Mrs. Langtry here so brilliantly achieves, in a record which is not only her own story, but a vivid picture of the Victorian Age at the height of its splendid summer"—

says Richard Le Gallienne in his Foreword.

\$5.00 net Published Sept. 11th

**DORAN
BOOKS**

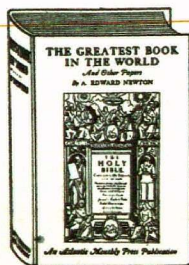
Delightful Papers
by the AUTHOR of
"The Amenities of Book-Collecting"



The GREATEST BOOK IN THE WORLD and Other Papers ~ By A. EDWARD NEWTON

A. EDWARD NEWTON is already well known for his "Amenities of Book-Collecting", "A Magnificent Farce", and "Doctor Johnson", his play in which eighteenth-century men and women live again.

Over 18,000 copies of "The Amenities of Book-Collecting" have been sold since its publication in 1918 and over 12,000 copies of "A Magnificent Farce", published in 1921. Mr. Newton's new book is published at \$5.00 for the reason that it contains 443 pages of text as against 355 pages in "The Amenities" and 255 in "A Magnificent Farce". "The Greatest Book" is, of course, the Bible, and Mr. Newton knows all the rare editions.



Among the subjects treated in other chapters are colored-plate books, sporting books, London "shows" in the eighteen-eighties, Gilbert and Sullivan, and the Godwin-Wollstonecraft-Shelley group. The volume is just as delightful reading as "The Amenities" and should sell even better.

Profusely illustrated. Crown 8vo. Half boards, gilt top. \$5.00

★ Also a Large Paper Edition, autographed by the author, with three additional plates in color. 8vo. Half boards, gilt top, in box. \$15.00. Limited to 470 copies, of which 450 are for sale

LITTLE, BROWN & COMPANY

Publishers, 34 BEACON STREET, Boston

★ As this Large Paper Limited Edition (\$15.00) has been entirely exhausted by subscriptions received in advance of publication, this advertisement of it appears merely as a matter of record.

SYCAMORE BEND

Since "Main Street," the typical friendly small town has been hammered and battered in countless novels until its oldest inhabitants fail to recognize it.

And all this time the reading public has been waiting for someone to show "the other side"—the loyalty and good humor of people in the American village.

At last it has been written.

Although Frazier Hunt is known to the world as a great war correspondent, his heart has always been back in the Illinois village where he used to run a small newspaper. In "Sycamore Bend" he has made brilliant and lovable drama of the adventures of Will Hadley, owner and editor of the village newspaper. He has recalled the qualities of humanity and humor which once gave "David Harum" its great popularity.

\$2.00

BY
FRAZIER HUNT

Harcourt, Brace & Company

383 Madison Ave.
NEW YORK

NEW DODD, MEAD BOOKS

WILLIAM J. LOCKE'S

*Charming Romance
of a Genius
and a Wilful Lady*



The GREAT PANDOLFO

BY THE IRRESISTIBLE LOCKE WHO WROTE

The Beloved Vagabond
The Morals of Marcus Ordeyne
Septimus
The Coming of Amos
and other famous novels

Locke, with his rare faculty of creating the most lovable, exasperating, blundering, whimsical characters, will delight his readers with Pandolfo. Here is the kind of man only Locke could portray. A great genius, supreme in his field, with the world at his feet, he falls in love. And, strangely, the lady proves quite unmanageable, much to the surprise and discomfort of Pandolfo. The romance of these two is constantly entertaining and amusing, though not without its gripping moments. Here is Locke at his best, and a situation which gives his talent full sway.

\$2.00

DODD, MEAD & COMPANY

443 FOURTH AVENUE

NEW YORK

NEW DODD, MEAD BOOKS

The Reluctant Duchess

BY ALICE DUER MILLER

Author of "Manslaughter," etc.

The sprightly romance of impetuous Jacqueline who was all ready to marry the Duke, when she discovered that the match had been prearranged. She rebels, but the Duke has a few tricks of his own.

\$1.75

The Secret of Chimneys

BY AGATHA CHRISTIE

Author of "The Man in the Brown Suit," etc.

A new thriller by the skilful writer of mystery tales, in which a murder and a lost jewel provide adventure and excitement in large quantities.

\$2.00

The Unhurrying Chase

BY H. F. M. PRESCOTT

A story of twelfth century France, of the incessant feudal wars, of Yves of Rifaucou, of the one woman that he loved, and of the several that thought he loved them.

\$2.00

Thursday's Child

BY MARY WILTSHIRE

Author of "Patricia Ellen," etc.

A new novel of the Wiltshire Downs, tracing the struggles of a young man to rise above his environment and to achieve success in a world of his own making.

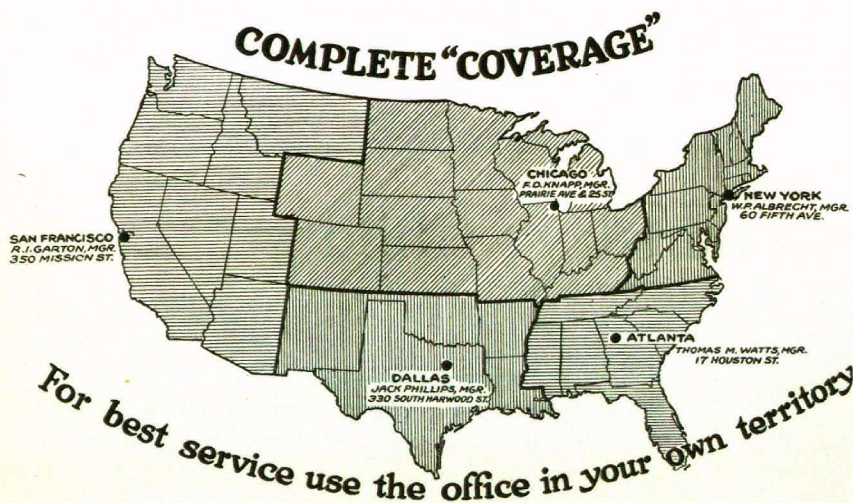
\$2.00

DODD, MEAD & COMPANY
443 FOURTH AVENUE NEW YORK

The Macmillan Company
 announces
for the Southern Trade
a Trade Office
in the South

On September 1st we open our new
 Southern Trade Department at
 17 Houston St., Atlanta, Ga.
 Thomas M. Watts, Mgr.

LOWER TRANSPORTATION - QUICKER DELIVERIES



The Macmillan Company

NEW YORK CHICAGO BOSTON ATLANTA DALLAS SAN FRANCISCO



Why we expect

The

PROFESSOR'S HOUSE

BY WILLA CATHER

to be your best seller

It is a fine story well written.

It will rouse every American's native pride.

It is a probable choice for the Pulitzer Prize.

It has the enthusiastic support of every enterprising bookseller.

Its large first edition was sold out three weeks before publication.

Advance orders for it have been double that of any previous Cather book.

The price is \$2.00—favorable for large sales.

Are you, too, planning to have

The Professor's House

your best seller?

IT WILL BE PUBLISHED ON SEPTEMBER FOURTH!

Alfred A. Knopf, 730 Fifth Ave., New York

In Canada: from The Macmillan Co., of Canada, Ltd., St. Martin's House, Toronto

From the "Saturday Review of Books"

"The Bookman's Glossary," by John A. Holden, is a hand-book that every printer, librarian and collector, who desires to be well informed or who needs this information, should own and keep easily accessible. It is an octavo, containing 127 pages, well printed and substantially bound and is intended for those interested in any branch of book production, distribution, collecting, or selling. It is a compendium of information, a glossary of bookish terms used in the several industries allied with book publishing; paper making, printing, binding, illustrating, and cataloging, much of which would be difficult to find elsewhere, and it brings a great deal of material into compact space that has heretofore been widely scattered through various works of reference. Mr. Holden's definitions are concise, clear, and comprehensive, and one will be surprised to see how thoroughly his book covers its field. A well-known cataloger of this city in a letter says: "I keep the useful volume within hand's reach and find frequent use for it. I have read it from beginning to end and find it admirably comprehensive and well done. You should tell the young collectors and catalogers about it for it will be invaluable to them." These are the words of a well informed bookman. In the course of a year scores of letters are sent to this department containing questions that this book is planned to answer. To this class of readers we would say by all means add "The Bookman's Glossary" to your shelf of books about books, for it will help you to a clearer and more accurate knowledge of bookish words and terms that will give you great satisfaction to understand. Mr. Holden has given us a reference that will be widely useful and many will be grateful to him for making it.

The Bookman's Glossary

A Compendium of Information Relating to the Production and Distribution of Books

By JOHN A. HOLDEN

8½ x 5½, Cloth, \$2



Subject to the trade discount.

R. R. BOWKER CO.,

Publishers

62 West 45th Street, New York

THREE WOMEN of ANNAM

THREE NOVELETTES BY
CL. CHIVAS-BARON

Authorized translation from the French By Faith Chipperfield

Annam, the land of languorous dreams, has been discovered to the whole civilized world by this author, whose profound sympathy, understanding and exotic beauty of style have won for him a place in the French Academy.

How Thi-Vinh, the little country girl, is called on to sacrifice her true love to become an Emperor's bride; how Mi-Lan, adoring and adored by her young husband, must yet summon courage to seek a second wife for him; how Hoa, sold by her mother as a "temporary wife" to a series of French husbands, rises above the petty sordidness of her life to real beauty and nobility of character,—all this and much more will make an evening of rare delight for the reader.

Bound in Batik boards and stamped in gold, \$2.50. Ready for shipment now.



MAN of STRIFE

By GROVE WILSON

A new novel, tense with dramatic action, pathos, strife, and achievement. It is an American novel through and through, the characters and the milieu of the Civil War serving as a background for the portraiture of personalities of our own day, real, living, fighting, loving Americans. The son, grappling with the problems of America's participation in the World War, is bone of the bone and flesh of the flesh of the father, the hero of the Civil War.

12mo. Price \$2.00. Publication date September 15

Ready for shipment, September 5th.

Extensive Advertising in Newspapers and Magazines

FRANK-MAURICE, Inc., 15 W. 37th St., New York

Houghton Mifflin Co. Announces

ANDREW BRIDE OF PARIS



A NEW
NOVEL
BY

HENRY SYDNOR HARRISON

How a brilliant and disillusioned young American—a critic, in short—went to Paris to live forever—and what happened then.

Andrew Bride is one of the gayest and most delightful novels Harrison has ever written. Here is a book you can recommend to your customers in the certainty that it will be enjoyed. To be published September 25, at \$2.00

SNOW RUBIES

“Ganpat”

A thrilling new novel by the author of “Harilek” and “Stella Nash”:—the search for a forgotten civilization by three daring Englishmen and a charming girl.

\$2.00 (October 2)

THE STORMY PETREL

Oswald Kendall

The author of “The Romance of the Martin Connor” has written a new book of salt-water adventure even more vivid and exciting than his last masterpiece.

\$2.00 (September 18)

THE LAVARONS

Clara Louise Burnham

Mrs. Burnham's many readers will find this charming romance one of the best novels she has ever written.

\$2.00 (September 18)

You don't need to urge Buchan fans to buy his latest, JOHN MACNAB (published August 28). Just tell them it's ready and happy memories of his past novels will make the sale for you.

SOMEWHERE SOUTH IN SONORA



MONDAY MORNING

Patrick Hamilton

A charming first novel of a youth in love, and in London; gay, impudent, light-hearted, and thoroughly delightful.

\$2.00 (September 11)

Although THE STROLLING SAINT was only published August 7, it is already in its third large printing, and now promises to be one of the most successful of all the Sabatini novels.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, AUGUST 29, 1925

The Interest in Art Books

By Leila Mechlin

Secretary, The American Federation of Arts

MUCH is said in jest of those who try to see with their ears and hear with their eyes—the average American tourist who goes thru the great galleries of Europe with nose buried in a guide book or eyes fixed upon a lecturer, and the concert-goers at home who give first attention to the program notes and listen indifferently to the musical compositions when rendered. Obviously works of art must be seen and music heard to be appreciated, but appreciation is oft times bred of knowledge, and knowledge both of art and of music heard to be appreciated in considerable measure from books.

The fact is that those who have not grown up in close association with art are as a rule like wanderers in a new country in need of a guide. Also the best and surest way of acquiring genuine appreciation is thru contact with those who appreciate, who have a love of art in their hearts; for while it is true that knowledge leads to appreciation, the two are by no means one and the same. One may know the history of art from beginning to end, and yet not be thrilled by a work of art when brought in contact with it. As Morris Gray, formerly President of the Museum of Fine

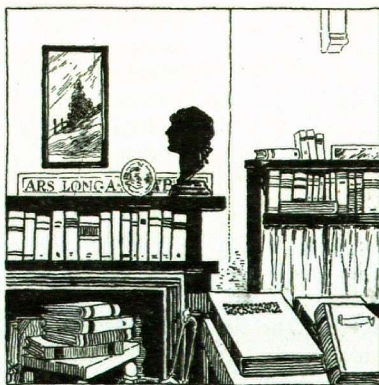
Arts of Boston, has said: "The knowledge of art is common, but the love of art that brings real happiness and inspiration to the heart of man is rare. One is an intellectual interest. The other is a great emotion. . . . Before a great painting or a great sculpture the real love of art mani-

fest itself, not in the clever criticism that one hears so often at an afternoon tea or at evening around the dinner table. It manifests itself rather in silence—the silence that is like the hush that one feels when one stands in the cathedral of an alien faith hallowed by the worship of many generations. It manifests itself rather in the clutch at your heart, in the mist in

your eyes. It is the love of art, not merely the knowledge of art, that is the great thing."

The Books on Inspiration

It is for this reason that when I was asked to compile a reading list on Art I placed first thereon a number of books on appreciation, books which I myself had found full of inspiration and understanding, written by those who had not only scholarship but enthusiasm for the great subjects of which they treated. Not one



book on this list is dull or dry; not one of them all will prove tiresome reading for those who know next to nothing about art technically. As I look down the little list which I hold in my hand I cannot refrain from feeling envious of those who have never read these books and who are to have this pleasure, just as one may feel a bit envious of those starting off on a first trip to Europe, knowing what delights await them, what wide, splendid vistas of sheer enjoyment are opening before them. And the more one reads the more one will wish to read and the more one will see.

Barrie, in his "Margaret Ogilvy" says that the chief end and aim of all art is "to open the eyes of those who will see to beautiful thoughts and beautiful things." The writers of these books which I have set down, some of whom are themselves artists of accomplishment and distinction, men who have personally added to the sum of beauty in the world, have the magic power, thru a gift of words, to open blind eyes, to make it possible for the reader to see more than he has ever seen before. And besides all this, these writers have, it will be found, recognized the wide boundary of art and related it to life—life today as well as in the past.

Art Embodies History

But if we want to pursue these pleasant avenues, to see these things which many have seen and found beautiful, we shall want a background for our study, and this we find in the history of art. The history of art, furthermore, means the history of civilization, for, to quote Mr. Gray again, "while nations come and go, art, the art that embodies their great ideals, lives." And if you would know what has been the longing and the aspiration of those who have gone before, you will find it in the history of their art, the buildings they have erected, the sculpture they have carved, the pictures they have painted. Art reflects life and always will.

And then, as one contemplates the work of art, one begins to consider the worker

—the artist, and so a very short list of striking personalities, biographies of great artists each endowed with genius and making a contribution that was worth while, is added. Among these are John La Farge, Augustus Saint-Gaudens, Winslow Homer, Daniel Burnham, Whistler and Vedder and Chase—all Americans, knowing whom one knows the best. No work could better set forth the enchantment of the life of a real artist than Mrs. Pennell's book entitled "Nights"; nothing perhaps can make us realize better that we have among us, even among the modernists, those who are producing works of art in a spirit of dedication than the series of essays on Arthur B. Davies. There is so much misunderstanding of art and artists, there is so little applause given the artists during their lives, that it would be well if artists and public could get together more closely thru the introduction that such biographical works as these will be found to give.

The Art of Odd Places

Referring again to the spirit of art, the spirit in which one reads or looks or listens, art is essentially a matter of beauty, intensely personal, profoundly significant, essentially related to the things of the spirit. A little book which is not on this list, but which is well deserving of mention, inasmuch as it manifests the attitude to art which is the real key to understanding, is entitled "The Three Fountains," and is by Stark Young—essays written in Italy, and with reference not to a grand tour but to impressions of art found in odd places as it spoke to the author.

Those who have a knowledge and love of art are rich indeed, for they have not only a key to happiness but an almost inexhaustible well, from which they may draw pleasure. The little reading list which follows provides, it is thought, the means to this end. It has been printed as a leaflet for free distribution by the American Federation of Arts, Washington, D. C.

The following reading list of books on art has been prepared by Miss Mechlin and will serve as a guide to booksellers in selecting a suitable stock for their art section or in making recommendations to clubs and individuals.

A READING LIST ON ART

I. Appreciation of Art

- "Nature, Practice and History of Art" By H. Van Buren *Scribner's*, 1924. \$2.50
Magonigle
"The Significance of the Fine Arts" *Marshall Jones*

Architecture, Sculpture, Painting, the Allied Arts, Music. Eleven essays by leading authorities. Published under the direction of the Committee on Education of the American Institute of Architecture.

Library Edition, \$7.50; Textbook Edition, \$3.50.

- "Appreciation of Art" By Eugen Neuhaus *Ginn*, 1924. \$3.00
"The Ministry of Art" By Ralph Adams Cram *Houghton*, 1914. \$2.25
"Architecture and the Allied Arts" By Alfred M. Brooks *Bobbs*. \$5.00

Published in 1914—to be reprinted in Sept., 1925.

- "Enjoyment of Architecture" By Talbot Faulkner *Scribner's*, 1921. \$3.00
Hamlin
"History of American Sculpture" By Lorado Taft *Macmillan*, 1924. \$6.50
"Spirit of American Sculpture" By Adeline Adams *National Sculpture Society*, 1923. \$6.50
"Modern Art" Vol. IV By Elie Faure *Harper*, 1923. \$7.50
"History of Art" Translated by Walter Pach
"Form and Color" By Lisle March Phillipps *Scribner's*, 1915. \$3.00—
"Oil Painting" By Harold Speed *Scribner's*, 1924. \$7.50
"Landscape Painting" By Birge Harrison *Scribner's*, 1909. \$2.50
"American Painting and Its Traditions" By John C. Van Dyke *Scribner's*, 1919. \$2.50

As represented by Innes, Wyant, Martin, Homer, LaFarge, Whistler, Chase, Alexander, Sargent.

- "American Artists" By Royal Cortissoz *Scribner's*, 1923. \$3.00
"Mural Painting in America" By Edwin H. Blashfield *Scribner's*, 1913. \$3.00
"Art and Common Sense" By Royal Cortissoz *Scribner's*, 1913. \$2.00
"Enchantment of Art" (Essays) By Duncan Phillips *Phillips Publication*

(Re-issue—originally published by John Lane Co.)

- "Design in Theory and Practice" By Ernest A. Batchelder *Macmillan*, 1910. \$2.20
"How To Appreciate Prints" By Frank Weitenkampf *Scribner's*, 1921. \$3.00
"Art in Florence: An Interpretation" By H. H. Powers *Macmillan*. \$2.90

A new edition of the author's "Mornings with the Masters of Art," published in 1912.

- "Pots and Pans" (Still Life Painting) By Arthur E. Bye *Princeton*, 1921. \$6.20

(Imported edition, subject to slightly different rates).

- "Painting and the Personal Equation" By Charles H. Woodbury *Houghton*, 1919. \$2.00
"How To Study Pictures" By Charles H. Caffin *Century*, 1905. \$4.00
"French Art" By W. C. Brownell *Scribner's*, 1901. \$2.00
"How To Know Architecture" By Frank E. Wallis *Harper*
Temporarily out of print.
"Modern Sculpture" By D. Cady Eaton *Dodd*
Temporarily out of print.
"The Classic Point of View" By Kenyon Cox *Scribner's*
Temporarily out of print.

II. Biographical

- "John La Farge — A Memoir and a Study" By Royal Cortissoz *Houghton*, 1911. \$5.00
- "Reminiscences of Augustus Saint-Gaudens" By Homer Saint-Gaudens *Century*, 1913. \$8.00
- "The Life and Work of Winslow Homer" By William Howe Downes *Houghton*, 1911. \$7.50
- "Daniel H. Burnham" (Architect) By Charles Moore *Houghton*, 1921. \$20.00
2 vols.
- "The Life of James McNeil Whistler" By E. R. and Joseph Pennell *Lippincott*, 1920. \$7.50
- "Digressions of V" By Elihu Vedder *Houghton*, 1910. \$8.00
- "The Life and Art of William Merritt Chase" By Katherine Metcalf Roof *Scribner's*, 1917. \$4.00
- "Nights" By Elizabeth R. Pennell *Lippincott*, 1916. \$4.00
Rome, Venice, in the Aesthetic Eighties, London, Paris, in the Fighting Nineties.
- "Arthur B. Davies" *Phillips Publication*. \$10.00
Essays by several well-known authors—Cortissoz, Root, Mather and others.

III. The History of Art

- "Apollo" By S. Reinach *Scribner's*, 1924. \$2.00
An illustrated manual of the History of Art thruout the ages.
- "General History of Art—Ars Una." (Six Handbooks). *Scribner's*. \$3.00 each
- Art in Great Britain and Ireland By Sir Walter Armstrong
- Art in Spain and Portugal By Marcel Dieulafoy
- Art in France By Louis Horticq
- Art in Egypt By Gaston Maspero
- Art in Northern Italy By Corradi Ricci
- Art in Flanders By Max M. Rooses *Scribner's*. \$3.00 each
- "History of Italian Painting" By Frank Jewett Mather, Jr. *Holt*, 1922. \$3.50
- "Outline of Art" Edited by William Orpen *Putnam's*. Two vol. illustrated. \$4.50 each.
1923, 1924
- Listed because of reference to British Painting.
- "Story of Dutch Painting" By Charles H. Caffin *Century*, 1909. \$2.00
- "Story of Spanish Painting" By Charles H. Caffin *Century*, 1910. \$2.00
- "History of Sculpture" By George Henry Chase and Chandler R. Post *Harper*, 1924. \$4.75
- "History of Architecture" By Fiske Kimball and G. H. Edgell *Harper*, 1918. \$3.75
- "Story of French Painting" By Charles H. Caffin *Century*, 1911. \$2.00



Some New Western Bookshops

III

Unity Pegues—Hollywood

SELLING books in Hollywood means dealing with the book whims of a sophisticated and fickle group—a people of cosmopolitan and catholic taste who desire the very best in literature one minute, the very latest in popularity the next, and nothing in particular the moment after.

To be successful in the enterprise demands a temperament keyed to the peculiar demands of a motion-picture populace, and a personality able to cope with its shifting fancies and blasé moods. It calls for an alert person, quick to sense the desires of this bookbuying public and keen enough to anticipate its caprices.

Just such a person is Unity Pegues who, at 6417 Hollywood Boulevard, set up shop a few years ago and straightway proceeded to demonstrate that a novice with a love of good books and the requisite amount of business sense can make a "go" of the book business even in Hollywood.

She had had little previous experience, only a few months' work in the town's other bookshop, the Hollywood Book Store, to familiarize herself with the details of selling; but she brought with her to her new work the cultural benefits of life abroad and the added advantage of long association with the best in literature. To these assets she added a personality combining continental poise and western friendliness in just the right amounts to win instant favor



with a fickle Hollywood audience.

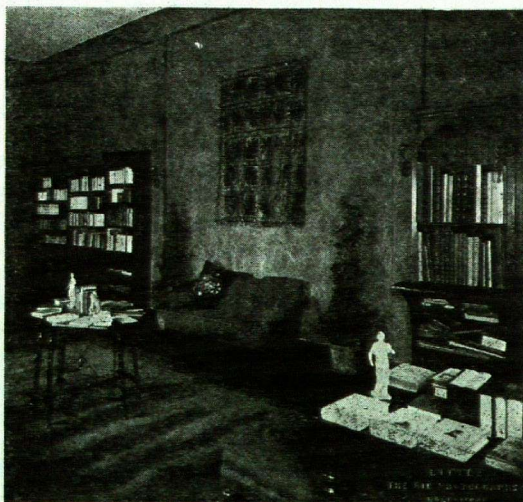
Her shop is excellently situated on that wide thoroughfare of first-class retail establishments that make Hollywood's business section one of the most attractive of suburban main streets.

Outside it has little to distinguish it, except the sign announcing "UNITY PEGUES — BOOKS

OLD & NEW," and two attractive windows, one devoted to foreign and art books, the other to current American fiction. Within, it instantly becomes something distinctive and different by reason of its rough-finished orange walls, with touches of bright blue here and there in lounge, easy chairs and batik hangings.

The shop consists of one large room, its dark tiled floor covered with brown rugs, making it less formal and austere than the conventional bookstore. Bookcases line the walls, the shelves labelled with orange stickers which call attention to the various types of literature carried. (Whether the orange used so generously

on walls, posters, labels, etc., is a favorite color of Unity Pegues', is a symbol of California, or was adopted because it is so effective and striking, we have no definite idea.) A table at the left as one enters is devoted to magazines, and a long table down the center displays recent titles that are likely to interest the casual buyer. The back part of the shop, with its lounge and easy



ORANGE COLORED WALLS AND BATIK HANGINGS SEEM APPROPRIATE IN THIS CALIFORNIA SHOP

chairs, looks much like a home library and its air of leisurely comfort invites one to linger long over a particularly happy "find." A curtain, instead of a wall, separates the shop from a stock and shipping room beyond; this, too, contributes its bit to the informal atmosphere of the place.

in California don't read at all." The stock which she carries is small, but well-chosen and well-arranged, and a staff of three has been found ample to take care of the needs of the customers. In selecting titles she bears in mind the group which she serves and chooses those books that are certain



TABLES NOT OVER CLUTTERED ARE IDEAL FOR
DISPLAYING THE MORE BEAUTIFUL VOLUMES

Besides dealing with a clientele that is fickle, even finicky, in its taste, Unity Pegues has to cope with another problem, common to practically all booksellers in California. We mean the climate. For in a land of continual sunshine, it is hard to get anyone to stay indoors—still harder to induce him to go about armed with a book. In the eyes of all the world California stands out as a playground, and where people play constantly it means real effort on the part of the bookseller to divert strenuous activity into mental relaxation thru the pages of a good book.

In building up her business Unity Pegues has had to combat the theory that "people

to be in demand, as well as some less popular, but more beautiful volumes that will appeal to the aesthetic sense of the man of money or the practical needs of the art director, the scenarist and the customer. Thus we find on the shelves the latest and smartest in fiction and non-fiction, a quite sizable French library, a really fine selection of art books, books on design, period furnishings, etc., a section devoted to first and limited editions and fine bindings, and an assortment of foreign books of note, not to mention the *Modern Library* series which is stocked complete and is much in demand since it contains the world's best literature at such a nominal price. The

juvenile department is small, but gives every indication of careful thought having been taken in making selections.

A small section on the left is given over to a circulating library of fiction, so far considered an asset to the business, as it brings in some customers who otherwise might never visit the bookshop and who once in, often become interested in volumes far removed from the rental shelves.

analyze, and partly thru the clever use of direct-by-mail advertising, consisting of attractively-planned publicity sheets giving suggestions for Summer Reading, Holiday Bookbuying, etc. These special lists, printed in distinctive type on bright orange paper, carry out the color scheme of the shop and at the same time attract considerable notice by their individuality. Another little "trick" of the shop that adds



THIS INTERIOR MUST OFFER CHARMING RELAXATION TO THE FRENZIED MOVIE DIRECTOR AND THE PRETTY LADIES OF THE TOWN

In looking to the future, Unity Pegues plans to increase the foreign and art book departments, believing that therein lies a special field still uncultivated to a large extent and one particularly suited to a Hollywood public,—a cosmopolitan, wealthy populace who can and will pay for the "something different" that appeals.

An ever-increasing clientele is being built up for the shop, partly by those subtle indirect means which no one can definitely

an individual touch to sales is the system of pasting a little orange sticker with the trade name in the inside cover of each book sold. Thus the fame of this little shop on Hollywood Boulevard stands a fair chance of spreading abroad, for all the world knows that Hollywood folk are an itinerant group, and what twentieth century traveler would think of faring forth without a goodly supply of books from his favorite bookstore included in his luggage?

Selling Books in the Overshadowed City

An Interview With H. C. Edsall of the Greeting Shop
and Miss T. Ackerman of R. H. Muir, Inc., East Orange, N. J.

Secured by Russell Raymond Voorhees

THE overshadowed city is an institution in America. They are everywhere, cities that are right in the shadow of another and larger city which by nature of its largeness attracts and gets the trade of the smaller city. In almost every overshadowed city one will find bookstores trying to keep the trade at home where it belongs and away from the bookstores in the larger city nearby. Just how they do it and what they think about merchandising in the overshadowed city is interesting.

East Orange, N. J., is an excellent type of overshadowed city. It is next door to Newark which is vastly larger and a large part of its residents commute to New York. East Orange is overshadowed on all sides. Competition there is keen, so it will be interesting to see what the booksellers there are doing about keeping the trade at home.

"While I think that the circulating library is really hurting the book business, I cannot help but feel that it is helping the book business in places like East Orange with the keen competition that surrounding cities much larger than ours are offering. People today are not buying so many novels for themselves. They are buying mostly for gift purposes. That is what the circulating library has done to the book business. But—and here is where I think it has helped us—but I find that the circulating library is liberally patronized by the people of this city, with the result that when a book is needed for gift purposes it is the natural thing to drop in here and buy it."

ARE there types of cities that repeat themselves over the United States? If so, this series of three articles by an experienced newspaper man will be interesting to many booksellers whose lot is cast in "overshadowed," "suburban" or "factory" cities. The one covered in this article is East Orange, next door to Newark, which in turn is shadowed by New York.

That is the opinion of H. C. Edsall of The Greeting Shop of East Orange, N. J. He should be in a position to know because The Greeting Shop not only sells books but it has a circulating library which is liberally patronized.

"I believe that many booksellers in cities situated like East Orange will finally have to put in a circulating library and make the selling of books more of a side line," says Mr. Edsall in continuing. "If they don't, the people will go elsewhere to rent their books and then

when they want a book they will never think of the bookstore but will buy at the circulating library which in so many instances sells books. The more I think of the whole thing, the more I am convinced that the circulating library is the salvation of the bookseller in the overshadowed city.

"As to what sort of books are in demand in cities like East Orange, I would say that the happy ending story is by far the leader. Our people do not care for the sad story or for the story that does not end happily. I find that mystery stories are very popular with the business man as well as with professors, doctors and others who could be considered as making up the more learned class of men, I suppose they seek relaxation and find that the mystery story gives that to them.

"Books that have been done into movies or movies that have been done into books are popular. People see the movie and want to read the book, I find. We have noticed this trend very forcibly.

"On the other hand, I think the running of a story in a newspaper or magazine hurts the sale of a book unless the book is published when the story is about finished. When that is done, the sale of the book is helped because people who have read a part of the book in serial form and have gotten interested in it want to finish it. They buy the book to do that. And if they don't buy the book, they rent it, which helps the circulating library.

"It all comes back to the circulating library in the end, which I believe is the salvation of a city like East Orange which seems to be overshadowed by larger cities."

There are other circulating libraries in East Orange which in addition sell books. Their experience seems to be about the same as that of The Greeting Shop. In addition there is one fine department store, R. H. Muir, Inc., which has a high reputation. It has a book department. Let's see what has been the experience of those in that department.

"People in a city like this are 'shoppers' and so when they come in to buy books they know the prices of books in other stores, especially in Newark and larger cities," says Miss T. Ackerman of the book department of R. H. Muir, Inc., in discussing the selling of books from the department store angle. "In some of these larger city bookstores like Macy's in New York and Bamberger's in Newark, they have cut prices which forces us to compete in a sense. We try as far as possible to meet those city prices because it seems that we have to. That is the one drawback to selling books in a city like East Orange.

"Only about half the people who come in here for books have a definite book in mind. The rest come in for something to read, so it is possible to aid them in their choice. I find that in most instances they do not buy by author at all, preferring to let the story itself influence them.

"The majority of people in this section, at least, those with whom we come in contact, seem to read for entertainment so the love story is the popular seller. The love story that ends happily is very much in demand regardless of the author. Some people, I find, read for educational purposes but they are in the minority with us.

"As far as the jackets are concerned I have never noticed that they had much effect on the sale of a book. People generally buy by the book itself, its contents, rather than by the jacket or even the cover.

"Books that have been made into movies seem to sell quite well but I don't think it makes quite the difference in sales that some people might think. Some who have seen the movie feel that they would like to read the story but others feel that as long as they have seen the movie there is no need to read the book. As far as any effect of serial publication is concerned, I cannot say that I have noticed any one way or the other.

"In selling books in a place like East Orange with the larger cities so near at hand, the main thing is to have the books that are in demand in stock and out where people can see them when they are being called for. When a customer comes in and cannot get the book wanted it is discouraging and in many instances the customer doesn't return."

Here are several ideas worth considering on the keeping of book business at home in the overshadowed city. They are ideas that book sellers are using in just such a city and using with success. It may be that they are not 100% perfect but they are workable and have been proved. And, if they will work in a small Eastern city where competition is as keen as it is anywhere in the entire United States, it is a certainty that they will work equally well in other sections where competition is less keen. The circulating library, at least, seems to be something well worth watching. There is a difference of opinion as to whether it is good, bad or indifferent.

Wood Pulp Facts

The Department of Agriculture supplies the current data on the amount of wood used for pulp in 1924:

Cords of pulp wood used	5,768,082
Cords of pulp wood imported	1,047,891
Tons of wood pulp produced	3,723,266
Number of mills reporting	239
Decrease of pulp since 1923	1.7%
Mechanical pulp (newsprint)	1,643,283
Sulphite pulp	1,336,551
Soda pulp	440,697
Sulphate pulp	302,735

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

August 29, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Survey Time

WITH next week begin the crucial four months of the bookselling year, crucial insofar as profit-making goes, for, if a bookstore fails to make a net profit between September and January, it will never make one, and the crest of business before Christmas has to carry in its excess balances the debits of less active months.

This means that every bookseller has to resurvey his preparation for this active season, in order that he may not only do a good business but may do the best possible business from his four months of operation. For some time before September 1st, he has been considering the matter of stock and planning on the proper representation of staples as well as on the continuing supply of new titles. Every bookseller has available, either in records or in paid bills, the purchases of the previous fall and knows what was carried over. This is a concrete guide to the selection of staples for stock, and books that were frequently reordered certainly belong on the shelves, in order that customers may find them without delay. Booksellers are well aware that both the reputation of the store and its total sales suffer when desirable and rapidly moving stock is not on the shelves.

The bookseller will also find time to resurvey the general appearance of his shop. Is the window the best that can be had for book display purposes? Is it equipped with proper racks and lights? Is its use being systematized and energized so that the store is talking to the passerby

hour after hour and week after week? Is someone in charge of the displays who is really interested in this kind of selling? And is the work done on the window by the one in charge being properly appreciated and praised when successful?

The third point of special importance in this fall survey is the question of service. Is the personnel what it should be? The fall is no time to clog the machinery with spiritless selling. The salesman who does not delight in seeing the new stock come to hand, who cannot immediately see ways and means of finding sales, who does not welcome with pleasure the returning citizens, teachers and others, and who does not find exhilaration in approaching the busiest and best season of bookselling is not the person to build sales. When a bookstore is putting its best foot forward, equipment, stock and service should be cooperative elements to increase the reputation and prosperity of the shop.

Increasing Sales Per Clerk

WHILE advertising and promotion are doing their part to increase the general interest in the bookstore's activity and in the total business per week, one of the most practical measures for increasing the total sales is to put a very definite responsibility on each individual salesman and to let the salesman fully understand what his part in the fall program is.

Each salesman should know what he sold last year and what he is expected to sell this year, and these expectations should be based on sound analysis of what can be done and on what items the totals are to be built. The salesman has to realize that his salary cannot be drawn from a good will fund but from the sales created, and, if the salaries amount to too high a percentage of the sales total, a store loss is assured.

With a definite weekly budget of sales, it is surprising how often these totals can be reached simply by being conscious of the objective. Many salesmen have found themselves doubling their totals on a Saturday simply that they might meet the week's quota which they had in their minds. It has to be remembered, too, by the buyer or manager that large totals cannot be created out of nothing. The stock has to

be on hand, stock that has a good potential market. If October's total of last year was raised by an active business in some biography of substantial price, the buyer must point out where that same type of sale is to be found this year, and provide the books and the impulse to sell. From budgets that are aimed for and met, come totals that mean good fall business.

Bookselling Course Again Announced

THE course in bookselling at the College of the City of New York last spring was so well attended and filled apparently so real a need that the College has asked the National Association of Book Publishers to sponsor another series of lectures, with the idea that this might be followed in the spring by a more advanced course for those who have taken one of these two series. Marion Humble, executive secretary of the Publishers' Association, has been canvassing the situation this month and believes there is every reason to expect that another group would like to attend these lectures, and B. W. Huebner and F. G. Melcher have agreed to take the direction of the lectures, to begin on October 7th and to run to the last of January, omitting two Wednesdays, December 23rd and 30th. The hours, as before, are to be from 6:45 to 8:20. It is expected that the directors will again have the valuable help of Cedric Crowell, J. A. Margolies, Temple Scott and others.

Controlled Buying

THE tendency towards close buying has appeared in all industries bringing new problems to the producer and distributor. This was forced by war conditions and continued thru the disturbing period that followed, when retailers found that the same amount of capital would carry one-third less stock than before the war. If new capital was not available, it was absolutely necessary to get quick turnover. This method was adopted and the plan has been held to ever since.

It often happens, however, that buying becomes so exceedingly close that the public does not find in stock the goods wanted,

with a consequent curtailment of business. Sales are clinched when customers see the goods, and this is particularly true of books.

Might it not be well to substitute for "hand-to-mouth buying," "controlled buying," as was suggested in a recent editorial in *Printers' Ink*? Controlled buying is buying for rapid turnover on the basis of a thoro knowledge of what has been sold and can be sold, that is, a consistent and well-ordered method of having the books the public wants when it wants them, and neither too long before nor after. Hand-to-mouth buying has often been simply a cutting down of orders without data as to real needs, ordering so closely that publishers are shipping books in retail quantity rather than in wholesale quantity and the retailer's real function of anticipating and providing for the needs of his community is lost.

Somewhere between the old speculative buying and the lately developed practice of hand-to-mouth buying lies a better method of controlled buying.

The New Biographical Dictionary

DR. ALLEN JOHNSON of Yale University has been unanimously elected as editor of the new "American Dictionary of American Biography" and will begin research the latter part of August. He has a wide knowledge of biography and history having been professor of history in several universities since 1898. Among his own publications are a biography of Stephen A. Douglas, a volume of the four volume "Riverside History of the United States" and "Union and Democracy." He was also the editor of "Chronicles of America" published by Yale University Press, and was the author of the volume "Jefferson and His Colleagues" in the series. As was stated before, the Dictionary is to be modelled along the lines of the great English "Dictionary of National Biography" edited by the late Sir Leslie Stephens and Sir Sidney Lee and will be different from any previous American enterprise. It has been planned by a Committee of the American Council of Learned Societies Devoted to Humanistic Studies, and is expected to fill twenty substantial volumes. The work of preparation and issue is estimated to require ten years.

New Helps to the Book Lover and Bookman

American Library Association Issues Valuable Booklets

THE valuable series recently begun by the American Library Association under the general title "*Reading With a Purpose*" (paper 35c, cloth 50c), which was inaugurated by the publication earlier in the summer of Vernon Kellogg's booklet on "Biology," has now been extended by two other valuable booklets, "English Literature" by W. N. C. Carlton, librarian of Williams College, and "Ten Pivotal Figures of History" by Ambrose W. Vernon of Dartmouth College. Mr. Carlton's booklet is one of the seventy-four pages which outlines an attitude for the reader towards the great literature which it is possible for him to become acquainted with and suggests a definite approach thru emphasis on eleven great books whose characteristics and significance are separately outlined. These eleven books include "Gulliver's Travels," "Tom Jones," "She Stoops to Conquer," Burns' "Poems," "Pickwick Papers," "Heroes and Hero Worship," "Vanity Fair," "Richard Feverel," "The Forsyte Saga" and Stevenson's "Letters." The book is of a character that would start any average person to reading in some of the directions suggested, and its breadth of view may be indicated by the following paragraphs:

"In the study of literature one fault must be especially guarded against, namely: the idea that books become literature only when their authors are dead. The men and women of serious purpose writing today are putting into novels, plays and poems the best that they know, feel, and hope for. They are writing not for a dim and uncertain future but for us. Upon our recognition and welcome they depend, sometimes for their livelihood, always for the courage to carry them on to fresh endeavors. Whether an author receives while still alive the success and the rewards he merits, depends very largely upon the sympathy and comprehension of his contemporaries.

"Further, the worth-while, significant, spiritually and intellectually helpful literature of both past and present does not con-

sist exclusively of the masterpieces and established classics. Hundreds of books not of the first rank are nevertheless genuine literature whose reading makes for education, culture and enlightenment."

The third issue of the series is biographical in character and the potential book lover who receives it is pretty sure to spend many of his reading hours in that field. After a general introduction to the subject, Dr. Vernon gives emphasis to ten great characters and to books about them. This list is Plato's "Apology of Socrates," Plutarch's "Alexander," Froude's "Cæsar," Francis G. Peabody's "The Apostle Paul," McGiffert's "Martin Luther," Macaulay's "Lord Bacon," Morley's "Rousseau," Wilson's "George Washington," Stephenson's "Lincoln" and Dodd's "Wilson."

Another handbook that the A. L. A. has just issued is "Viewpoints in Modern Drama" by Francis K. W. Drury, assistant librarian of Brown University. As in the previous volumes of this series, the plan is to arrange the books by their essential interest, and with this in mind the list with its careful descriptive notes includes character studies, psychological plays, romantic plays, plays of family relations, social satires, the eternal triangle, Biblical plays, poetical plays, etc. There is also a good list of references to costume plays, outdoor plays, one set plays. As a supplement is a list of books on the modern drama and collections. The whole is thoroly indexed. This book sells in paper at 75 cents and in cloth at \$1.25.

Bookstores which have been endeavoring to get local schools to take up the matter of elementary school libraries will be glad to find and to use and to give to their local committees the pamphlet on "Elementary School Library Standards" just published by the A. L. A. under the supervision of the joint committee of the National Education Association and the American Library Association. This pamphlet of thirty-six pages, including a bibliography and a suggested booklist, will give all the help that

is needed to make it easy for a school to approach its library problem for the elementary grades.

As indicating how closely related is the problem of the librarian in making book selection and the problem of the bookseller in making his stock purchases, the revised A. L. A. pamphlet on "Book Selection" by Elva L. Bascom is worth every bookman's attention, and in the same field comes from the H. W. Wilson Co., in their *Classics of American Librarianship*, a volume on "The

Library and Its Contents," which contains reprints of significant papers and addresses, edited by Harriet P. Sawyer of the St. Louis Library School.

Booksellers will find important suggestions in such subjects as: Should libraries buy only the best books or the best books people will read?; What makes a novel immoral?; Great literature and little children; Classifying children's books; Binding and preservation of books, picture books for children, etc.

Window Display Manager Features Books

IT has often been the unfortunate experience of department store book buyers that they are not getting enough window display. Perhaps it is their inability to explain to the display manager how books can make fine windows.

Harold A. Grinden, display manager of the Glass Block Store Co. of Duluth, Minn., is one of the few display men who appreciates books from a display angle, and he has done much to demonstrate to others of his profession just how books can be shown by the modern department store. Two of his windows are represented here. The

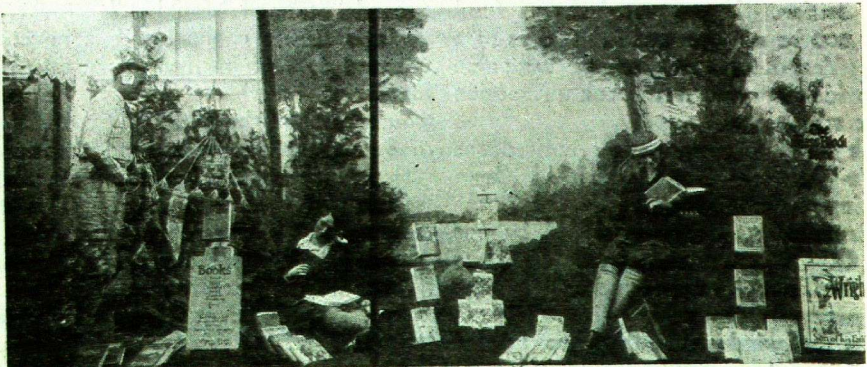


AN IMPRESSIVE DISPLAY OF "CAPTAIN BLOOD"

vacation and summer reading window shows what can be accomplished with the aid of a wax figure, a hammock, etc., all suggesting leisure. Mr. Grinden says the suggestive spirit is what most book displays lack.

The impressive display of "Captain Blood" was featured on the program of the International

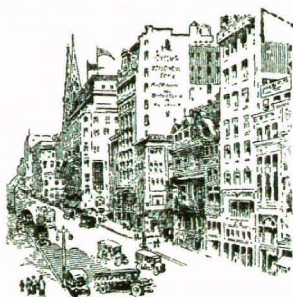
Displaymen's Convention at St. Louis in June. A talk was also given in conjunction, in which it was stated that display men do not give proper attention to book display. This talk will help put books on a higher level in display merchandising.



A VACATION READING DISPLAY STRONG IN SUGGESTION

In the Book Market

THE fall activity in all lines of business is seemingly on its way, with the opening of many new plays, furniture sales, and publishers' announcements of their fall lists. The moving picture interests have got under way with their big campaign for a greater movie season which should in some wise help along a greater reading season this year and next.



Anent Christopher Morley's remarks about the plugs to be seen in Liggett's Drug Store in the Grand Central Station, it is interesting to note that in addition to doing one thousand dollars worth of business a day at their soda fountain, they do a book business reputed to be in excess of \$100,000 a year. Visiting booksellers will find it worth their while to make a special trip to the Grand Central Terminal to see the store in operation and to notice how proper displays can increase sales.

Percentage changes in sales in books and stationery departments as shown by Federal Reserve Districts for June, 1925, compared with June, 1924, are; Boston 1.9, New York 11.5, Philadelphia -29.2, Chicago -4.7, San Francisco 13.8, total 8.3.

The National Association of Book Publishers has received an outline of a plan for a book publisher's exhibit at the Sesqui-Centennial at Philadelphia from Mr. Lippincott, chairman of the committee on the exposition. It was voted that a fund of \$10,000 be appropriated in 1926 as part of the Year-Round Bookselling campaign to provide for a general book promotion exhibit at the Exposition.

Book sellers have doubtless noticed the "Trade-Winds" column which has been appearing from time to time in the *Saturday Review* of late. It is signed by one P. E. G. Quercus who has readable ideas on bookselling. He was rather taken by a suggestion made by his assistant, that a sign in the window of the shop labeled "Questions Answered" would increase

visitors. Many booksellers would no doubt agree that the mere sign, "bookshop," seems to be invitation enough to most people, and that a written invitation to ask questions might possibly be taken by most of them as an ironic implication.

Gabriel Wells, who is almost the Morris Gest of bookselling, judging by the frequency with which his name appears in the public press, has again attained the plaudits of the literary world, this time the literary world of France. He has subscribed 50,000 francs to buy the house in which Balzac lived in Paris from 1842 to 1848 and in which he wrote more than twenty novels. It had been maintained for years as the Musée Balzac but the Société Honoré De Balzac was unable to raise funds to buy and preserve it until Mr. Wells' generous offer.

A motion picture announcement of more than passing interest is the fact that a contract has been signed between Sinclair Lewis and Jesse Lasky, of Famous Players, whereby Mr. Lewis will write a history of New York from its beginning until the present. It will be a mammoth spectacle, and will be produced for the three hundredth anniversary of New York's founding. Altho no announcement has been made as to whether it will be published in book form it should be a possible second "Story of Mankind."

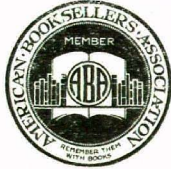
It is almost comic to see a novel commended by such men as Augustine Birrell appearing in what is perhaps the modern counterpart of the "Penny Dreadful." Still one might almost commend the new development in the practice of running serials in the newspapers. The trend seems to be toward running the most popular book of the day as soon as possible. The *Daily Mirror* has been running serially "The Constant Nymph." Serialization of novels of this type must surely gain new readers.

An A. B. A. Page

News and Notes of the American Booksellers' Association

By Walter McKee, Pres., and Ellis W. Meyers, Exec. Sec'y

“THE world will beat a path to his door.” But, unfortunately, the world won't, unless it is told about the mouse-trap, hairpins, soap, automobiles, books or whatever it is that a man makes “better than his neighbor.” Once upon a time when a community had its own baker, shoemaker, and blacksmith, and a great many things were made at home, that community was sufficient unto itself. Today we find that the specialists supply not single communities but the entire country and often other countries. There are many such specialists in each line of business and every day finds more entering the field. Due to economic conditions, most industries tend to concentrate in some one part of the country. Raw materials, labor, shipping facilities and a great many other things make this necessary. Each concern endeavors to get as wide a distribution for its product as possible. Competition in almost every line of business is very keen.



Every possible method is used to introduce new merchandise. Salesmen call on distributors. The “trade” is covered *but*—something must be done to create a demand on the part of the public. It is obviously impossible to expect a large sale of a particular brand of goods unless such a demand is created. With a great number of articles on his shelves, the retailer cannot be expected to “push” everything to every customer who enters his shop. It is equally impossible, especially when the items have a low retail sales price, to carry them to the public by means of salesmen. There are other things of the same sort that are already known to the buyers and a house-to-house canvasser with an unknown line of merchandise has a hard job, and, not infrequently, an impossible one.

Therefore, some method must be found first to introduce and later to continue and expand the sale of each new article. This

is where national advertising and publicity comes in—newspapers, magazines, billboards, trade papers and journals, direct-by-mail and “freak or circus stuff” such as sky writing, fairs and shows.

It is apparent that this cannot be the retailer's job. Handling only a small part of the total output, he cannot be expected to carry the program which sells outside of his community. He can, however, and certainly should, help the work by “tying in” some local advertising and publicity with the national campaign. Some manufacturers allow an amount of money to each dealer for this work, providing that he will do a certain amount of it. This is really the most sensible plan as the manufacturer then can be sure that there is local assistance to the national work and the retailer is enabled to get more local business because he is trying harder for it. This is not done, except in rare instances, in the book business. Publishers, however, supply literature for mailing and new customers are attracted to bookstores by publishers' advertising. In this way the bookstore gets more names to mail material to and this develops more business.

Book advertising has usually been confined to mediums that go to persons who are interested enough in books to buy that sort of reading matter—book reviews, and the like—just as most of our mailed matter has gone to persons who have already purchased books at our stores. While this advertising gets more business it must be remembered that we are not creating thus a new buying public.

There are several publishers who, with an eye to attracting new business, have left the beaten path, and altho no tangible results in dollars and cents can be checked, there is every reason to believe that their work is creating a demand for books among non-book buyers. These publishers have not stopped the old form of advertising

but have added the new ideas to it. Knopf is using street car cards; Grosset & Dunlap and the Cosmopolitan Press, magazines such as the *Saturday Evening Post*. Their idea is to place the names of their books in front of the public that does not look for such information. Their advertising forces itself on non-book readers and by doing this consistently these publishers are sure to sell the idea of books to many persons. They are, or should be, selling this idea for the benefit of the bookstores and, of course, themselves.

Some of the publishers forget that in making business for the bookseller they benefit themselves, and, in checking over publishers' advertising for the entire month of July, we note that a great many of them do not give the impression that their books are "For Sale at Your Booksellers." Quite a number of them are exceedingly conscientious about this and no "ads" are run without it. Some say "On sale everywhere," "Order from your bookseller now," "Can be bought at any bookstore, or from the publisher" and "Wherever books are sold." A few give their street addresses as tho requesting direct business.

We cannot expect to work up new business without cooperation. Whether the publisher is advertising in the old way, or whether he is supplementing that with efforts in newer fields, it is his duty to back up the retailer. After having sold his books to the retailer and set a retail price on them he should, as other manufacturers in other businesses do, help the bookseller in every way possible so that the bookseller can sell and reorder.

The bookseller in his turn should adopt up-to-date business methods, just as the publishers are doing. He must not feel that the publishers are bound to carry the entire burden. His local advertising should tie-in as much as possible with the national advertising of those publishers who are trying to stimulate an interest in their books and are trying to send those interested persons to bookstores.

As an example the Locust Street Bookshop, Philadelphia, has done much along these lines. During the past four months it has been doing direct-by-mail advertising of the sort that produces results and the work it has done has been justified

by the results. Emily Hoopes wanted to build up a mailing list. She secured a list of persons who attended the William Lyon Phelps lectures on books, and before each lecture sent them a post card listing those books about which Mr. Phelps would talk. The Locust Street Shop which was convenient to the lecture hall did a rushing business after each lecture. Everyone who came in was placed on the mailing list (many people brought friends whose names Miss Hoopes didn't have). An ambition to increase the list brought about the use of the Social Register and Rosters of such Clubs as the Union League and University Club. In April of this year the list had increased to 2300 names and Miss Hoopes went into a new experiment. "Selective Book Notes" was begun April 15, 1925. A four page bulletin carries the Locust Street Bookshop emblem and four pages of book matter and lists; no space is wasted on little known books. Books that have been made known to the public thru publishers advertising are featured. The reviews are brief and fair. The lists were good. The format of the pamphlet, excellent, good coloring and spacing on a fine stock. And the result?

April sales showed a 23% increase over the average April sales for three years.

The second issue went out in May and the May sales were 34% better than the average for May for the last three years.

June showed a 71% increase and July found Miss Hoopes selling 75% more than the average July business over the three year period. Their mailing list now contains between 5000 and 6000 names, and they are aiming at 10,000. Quite a record. It can be done by every bookseller.

Booksellers and publishers both must be careful of the way they spend money on advertising. We have only a small percentage of our gross to work with, but now let us take that and use it so that we can get new business and let's work together.

Pity the Wife

Another Faithful Reader.—"Why, my dear man, already my poetry is being read by twice as many people as before."

"Oh—I didn't know you had married."
—*Brisbane (Australia) Mail.*

AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists*

Edited by Merle Johnson

Number 73

JAMES FENIMORE COOPER, 1789-1851

Compiled by M. D. Jones

COOPER'S fame rests mainly upon his romances of early American life. This being so, the main list below is of the novels only, with the historical, travel and occasional writing subordinated.

PRECAUTION; A NOVEL. *New York, 1820.*

2 vols. Anonymous.

THE SPY; A TALE OF THE NEUTRAL GROUND. *New York, 1821.*

2 vols.

THE PIONEERS; OR THE SOURCES OF THE SUSQUEHANNA. A DESCRIPTIVE TALE. *New York, 1823.*

2 vols.

THE PILOT; A TALE OF THE SEA. *New York, 1823.*

2 vols.

LIONEL LINCOLN; OR THE LEAGUER OF BOSTON. *New York, 1825.*

2 vols.

THE LAST OF THE MOHICANS. A NARRATIVE OF 1757. *Philadelphia, 1826.*

2 vols.

THE PRAIRIE; A TALE. *Philadelphia, 1827.*

2 vols.

THE RED ROVER; A TALE. *Philadelphia, 1828.*

2 vols.

THE WEPT OF WISH-TON-WISH. *Philadelphia, 1829.*

2 vols.

THE WATER WITCH; OR THE SKIMMER OF THE SEAS. *Philadelphia, 1830.*

2 vols.

THE BRAVO: A TALE. *Philadelphia, 1831.*

2 vols.

THE HEIDENMAUER; OR THE BENEDICTINES. A LEGEND OF THE RHINE. *Philadelphia, 1832.*

2 vols.

THE HEADSMAN; OR THE ABBAYE DES VIGNERONS. A TALE. *Philadelphia, 1833.*

2 vols.

THE MONIKINS. *Philadelphia, 1835.*

2 vols.

HOMeward BOUND; OR THE CHASE. A TALE OF THE SEA. *Philadelphia, 1838.*

2 vols.

HOME AS FOUND. [A Sequel to Homeward Bound.] *Philadelphia, 1838.*

2 vols.

THE PATHFINDER; OR THE INLAND SEA. *Philadelphia, 1840.*

2 vols.

- MERCEDES OF CASTILE; OR THE VOYAGE TO CATHAY. *Philadelphia*, 1840.
2 vols.
- THE DEERSLAYER: OR THE FIRST WAR-PATH. *Philadelphia*, 1841.
2 vols.
- THE TWO ADMIRALS; A TALE. *Philadelphia*, 1842.
2 vols.
- THE WING-AND-WING; OR LE FEU-FOLLET. A TALE. *Philadelphia*, 1842.
2 vols.
- LE MOUCHOIR; AN AUTOBIOGRAPHICAL ROMANCE. *New York*, 1843.
- WYANDOTTE; OR THE HUTTED KNOLL. A TALE. *Philadelphia*, 1843.
2 vols.
- NED MYERS; OR A LIFE BEFORE THE MAST. *Philadelphia*, 1843.
2 vols. Two additional volumes, *New York*, 1844.
- AFLOAT AND ASHORE; OR THE ADVENTURES OF MILES WAL-
LINGFORD. *Philadelphia*, 1844.
2 vols.
- SATANSTOE; OR THE LITTLEPAGE MANUSCRIPTS. A TALE OF
THE COLONY. *New York*, 1845.
2 vols.
- THE CHAINBEARER; OR THE LITTLEPAGE MANUSCRIPTS. *New*
York, 1845.
2 vols.
- ELINOR WYLLYS; OR THE YOUNG FOLK OF LONGBRIDGE. A
TALE. *Philadelphia*, 1845.
2 vols. By Amabel Penfeather. Cooper appears as Editor, but is disputed
as author.
- THE REDSKINS; OR INDIAN AN INJIN: BEING THE CONCLUSION
OF THE LITTLEPAGE MANUSCRIPTS. *New York*, 1846.
2 vols.
- THE CRATER; OR VULCAN'S PEAK. A TALE OF THE PACIFIC. *New*
York, 1847.
2 vols.
- JACK TIER; OR THE FLORIDA REEFS. *New York*, 1848.
2 vols.
- THE OAK OPENINGS; OR THE BEE HUNTER. *New York*, 1848.
2 vols.
- THE SEA LIONS; OR THE LOST SEALERS. *New York*, 1849.
2 vols.
- THE WAYS OF THE HOUR. A TALE. *New York*, 1850.
- Cooper's Works were issued in 32 volumes, *New York*, 1859-61, and, of course, have gone
thru many editions since.
- NOTIONS OF THE AMERICANS: PICKED UP BY A TRAVELLING BACHELOR. *Philadelphia*, 1828.
2 vols.
- LETTER TO GEN. LAFAYETTE ON THE EXPENDITURE OF THE UNITED STATES OF AMERICA. *Paris*,
1831.
- A LETTER TO HIS COUNTRYMEN. *New York*, 1834.
- SKETCHES IN SWITZERLAND IN 1828. By an American. *Philadelphia*, 1836.
2 vols.
- SKETCHES IN SWITZERLAND IN 1832. *Philadelphia*, 1836.
2 vols.
- HINTS ON MANNING THE NAVY. *Philadelphia*, 1836.
- GLEANINGS IN EUROPE, FRANCE. By an American. *Philadelphia*, 1837.
2 vols.
- GLEANINGS IN EUROPE, ENGLAND. *Philadelphia*, 1837.
2 vols.

GLEANINGS IN EUROPE, ITALY. *Philadelphia*, 1838.

2 vols.

THE AMERICAN DEMOCRAT; OR HINTS ON THE SOCIAL AND CIVIC RELATIONS OF THE UNITED STATES OF AMERICA. *Cooperstown*, 1838.

THE CHRONICLES OF COOPERSTOWN. *Cooperstown*, 1838. Anonymous.

THE HISTORY OF THE NAVY OF THE UNITED STATES OF AMERICA. *Philadelphia*, 1839.

2 vols. Second edition, with additions, New York, 1840; "with a continuation, 1815-1853," *New York*, 1853.

A BRIEF STATEMENT OF THE PLEADINGS AND ARGUMENT IN THE CASE OF J. FENIMORE COOPER VERSUS HORACE GREELEY AND THOMAS MCELDRATH, IN AN ACTION FOR LIBEL, TRIED AT SARATOGA, DEC. 9, 1842. *New York*, 1843.

CORRESPONDENCE OF JAMES FENIMORE COOPER. *New Haven*, 1922.

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For further bibliography, see Foley's AMERICAN AUTHORS and Lounsbury's JAMES FENIMORE COOPER.

An Analysis of Subscription Sets

Librarians Severely Critical

A COMMITTEE of librarians representing the Pacific Northwest Library Association has just issued, thru its treasurer, E. L. Chapman of the Seattle Public Library, a bulletin on subscription books from the point of view of public libraries. The committee for the last nine years has given special attention to the subscription set with a view to informing members as to their suitability for library purposes.

The current bulletin examines about seventy-five different works, including twenty-three encyclopedias, some for adults and some especially for children or schools, thirteen sets of collected literature for adults, six for children, twelve collections of historical material, five dictionaries, eight sets of educational books, five religious works, five on science and practical arts. The classifications indicate the tendencies in book publishing in this field in the last ten years.

The books have not been examined, it should be said, from the point of view of the home library, for which most of them were intended, and there is no indication as to whether a re-examination from that viewpoint would change any of the opinions. Out of the seventy-five, six are considered good.

The question of revised editions is always one of the puzzles to those examining subscription sets. Also considerable attention is given to the part that editors play in

making the sets with which their names are connected. One set of histories has an introduction by Lord Bryce, and it is shown that this same introduction was used in Helmholtz's "History of the World." There are also several references to the bad practice which some firms have adopted of selling books on the "free gift" method, which was so discredited in the trade practice submittal held at Washington, May 20, 1924, by the Federal Trade Commission.

The library report finds that the work called "Source Book," in ten volumes, is the same set as the old Home and School Reference work, which was criticized by the Federal Trade Commission for having been sold on the free gift plan. The Iowa Library Commission reports that the present scheme is to offer a set of the work to a public library free on the condition that the library subscribes to two year-books and special bibliographic services for ten years for \$59.50 or \$69.50, the claim being that the set was sold to the public for \$120. On two or three other sets the same statement is made that the give-away method in some form or other is still in use.

Beyond Reach

An essayist writes that "the world never realizes what a poet has done until after he is dead," and then of course the fellow is safe.—*Punch*.

Classified Mailing List

IN order to assist booksellers to handle systematically and in the most approved way the problem of classified mailing lists, the Year Round Bookselling Committee office is prepared to supply booksellers with postcards suitable for classified filing at the rate of \$4.50 for 500, or \$8 per 1,000. On the face of the card, beside the room for the dealer's address, is the statement, "What are you interested in? Our service to customers includes the sending of news of all kinds of books. We will be glad to send you our lists and announcements if you will fill in your name and address on the back of this card and check the subjects of special interest to you." On the back of the card is space for name, street, city, occupation, note, and a list of 17 subjects which can be checked by the customer. These cards are $3\frac{1}{4} \times 5\frac{1}{2}$ in size.

"Can I Help You?"

"WE want all customers and the public generally to know that they can come into our store without feeling that they are under any obligation to buy, or that they will be worried by sales people in any way," comments Lisgar L. Lang, president of Russell Lang & Co., Winnipeg, in the *Canadian Bookseller and Stationer*.

"But, on the other hand," he continued, "the sales persons must not lose sight of the prospective customer. While refraining from thrusting themselves upon the client, as it were, and thus making him uncomfortable to some extent, they must, nevertheless, be ready to answer questions and supply goods if requested. In this connection, the question of the clerk that is often heard, "Something for you?" is not good salesmanship. "Can I help you?" is much better, as the customer will more times than otherwise appreciate the helpful cooperation on the part of the clerk.

"One of the greatest problems in many stores is to get the salesman or saleslady to take a real interest in the customer. Such an attitude is one of the most important factors in sales promotion. Where customers realize that the clerk who is serv-

ing, is truly trying to fill their particular need, they are more likely to buy, and what is even more important, they will undoubtedly come again, because they have your store in mind, being impressed with the courteous manner and the sincere service which they have received there."

In the Seaside Library?

"Have you enjoyed 'Crabbe's Tales'?"

"Crabs have no tails."

"Oh, I should have said, read 'Crabbe's Tales.'"

"Red crabs have no tails either."

—Putnam Book News.

Communication

Watch for Mrs. Walter

Aug. 22, 1925.

Editor, *Publishers' Weekly*:

A woman giving her name as Mrs. E. M. Walter, of Lexington, Ky., care of Lafayette Hotel of that place, came to Nashville the last of April to 2nd of May, and represented herself as a saleswoman for books. She gave references from bookmen in Cincinnati and on this assurance, and from the information received from Cincinnati, we let this woman have about \$500 of merchandise on consignment to sell for me. I have not heard from her from that day to this direct. I had a telegram from the Bell Book Company, of Lynchburg, Va., asking as to her character and reputation. She may be working the South, or the West, or the East along this same general line.

Will you be good enough to put a notice in the *Publishers' Weekly* asking for this woman's whereabouts, and warning the dealers in second-hand books as to any transactions they may have with her for their protection. She is also a dealer in Antique American Glass, and Early American Furniture. She claimed a husband in Sandusky, Ohio, and to be kin of some of the rich people of Sandusky.

Any information leading to the arrest and conviction of this woman will be rewarded.

Yours truly,

PAUL HUNTER.

Changes in Price

SMALL, MAYNARD & CO.
The price of "The Best Plays of 1924-25" will be \$3.00, instead of \$2.50 as previously stated. This is the sixth annual edition of this volume. The five previous books will be sold at \$2.50, the original price.

Communication

ARE THERE COMPLETE BOOK STOCKS?

New York City,
August 18, 1925.

Editor, *Publishers' Weekly*:

I will not comment on the enclosed letter from Edmund Gosse to the *London Times* Literary Supplement.

We may take a certain malicious satisfaction in knowing that our ills are not indigenous, but reside in England, the mother of our bookselling, as well as in us. It was this same malicious satisfaction that I felt upon reading that the Lord Chancellor frowned upon Pirandello, Eugene O'Neill, Charles Rann Kennedy. Our friends, the English, have their own Daytons and Sumners and the material of which National Civic Federations and Ku Klux Klans are formed. "The Colonel's Lady and Judy O'Grady."

Yours sincerely,
B. W. HUEBSCH.

THE LOVE OF LITERATURE

To the Editor of the *TIMES*:

Sir,—There is surely a strong element of humbug in the pretention that English people take any practical interest in literature. They are certainly not encouraged by the booksellers to do so. Anyone who suddenly asks for the text of any modern classic will find this out in a moment.

If there is an author who might be expected to rouse perennial curiosity it is Jean Jacques Rousseau. I have just inquired at the shops of nine leading London booksellers and have failed in every case to discover an edition. The solitary copy these nine great bibliopoles could produce was one in very small type, very bad text, and an enormous price.

The other day I searched the foreign bookshops of London for a Petrarch—the plain text of the sonnets in Italian. In vain! I then ordered a copy of one of the principal booksellers, and after long delay

received the answer that they were "unable to hear of any edition" which they "could supply"!

This experience could be repeated over and over again. The booksellers have no enterprise and no ambition in dealing with any books but those of the moment. Buyers have no pertinacity and no real interest. The whole pretence of a public love of literature is a delusion, and the sooner we recognize it the better.

I am, Sir, your obedient servant,
EDMUND GOSSE.

Personal Notes

MR. EDWIN VALENTINE MITCHELL, of Hartford, Conn., is spending some weeks in London buying books and prints, and is completing certain arrangements in connection with the edition of the Newgate Calendar, which he will publish this fall.

HERBERT HUNGERFORD, formerly editor of *The American News Trade Journal* and well known thruout book-trade and periodical circles, has joined forces with Henry W. Vonderleith in buying and editing *The Boys' Magazine* with headquarters at Smithport, Pennsylvania. They have also organized The Reading Service League a cooperation plan for magazine subscription business.

PATRICIA HUNT, formerly of John V. Sheehan & Co., Detroit, has moved to California and joined the staff of The Hollywood Book Store, Inc., at 6812 Hollywood Boulevard. Miss Hunt is a booklover and saleswoman of fine talent and training and is well-known in the publishing and book-selling fields.

Business Notes

BRISBANE, AUSTRALIA.—A. McLeod, 107 Elizabeth Street, technical and general bookseller wants United States Publishers' catalogs.

MEADVILLE, PA.—Henrici Book Store has been purchased by Charles W. Gill, who will assume the management after September 1st.

NEW YORK.—Publishers Book Clearance Co., Inc., has taken over the distribution of the A. A. A. Maps for the entire United States.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus; [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Ackerman, Saul Benton

Practice of workmen's compensation insurance. 203p. D '25 N. Y., Spectator Co. \$4

American Railway Ass'n Mechanical Division
Car builders' cyclopedia of American practice; rev. ed. 1162p. Q '25 N. Y., Simmons-Boardman \$8; lea., \$10

Atkins, Frederick A.

Standing up to life. 155p. D [c. '25] N. Y., Revell \$1.25

A book of suggestions and advice for a courageous attitude toward the problems of life.

Baedeker, Karl

Northern Germany, excluding the Rhineland; 17th rev. ed. 454p. maps (col.) diagrs. S '25 N. Y., Scribner flex. cl. \$5

A handbook for travelers.

Ballesteras, Luis López

Lucha extraña; ed. by José M. Albaladejo and Harold Hudson Britton. 256p. il. D (Century modern lang. ser.) c. N. Y., Century \$1.50

Banerjea, Sir Surendranath

A nation in making; being the reminiscences of fifty years of public life. 435p. O '25 N. Y., Oxford \$6.50

Barber, Harry C.

Everyday algebra for the ninth school year. 384p. il., diagrs. D [c. '25] Bost., Houghton \$1.24

Baudouin, Charles i.e. Louis Charles

Contemporary studies; tr. by Eden and Cedar Paul. 288p. (9p. bibl.) O '25 N. Y., Dutton \$5

Essays and reviews by a French psychologist.

Beautiful homes, 200 plans. 272p. il. diagrs.

O c. Minneapolis, Keith Corp. pap. \$2

Becke, Louis, i.e. George Louis

Yorke the adventurer, and other stories. 254p. D (Collected ed. of the works of Louis Becke) [n. d.] Phil., Lippincott \$2

Beeby, Daniel J., and Beeby, Dorothea

Community life today and in colonial times. 375p. il. maps D (Community-life hist. ser., bk. 2) '25 N. Y., C. E. Merrill 96c.

Bewick, Thomas

Memoir of Thomas Bewick, written by himself 1822-1828; introd. by Selwyn Image. 305p. il. O '25 N. Y., Dial Press \$4

The autobiography of an English wood-engraver, now reprinted for the first time since its publication in 1862.

Bierce, Ambrose

The devil's dictionary. 376p. O c. N. Y., A. & C. Boni buck. \$2

The monk and the hangman's daughter. 383p. O c. N. Y., A. & C. Boni buck. \$2

Blomfield, Sir Reginald

The touchstone of architecture. 253p. D '25 N. Y., Oxford \$3

Bragg, George Freeman, jr., D.D.

Men of Maryland [rev. ed.] 160p. il. D c. Balt., Church Advocate Press \$1.25

Historical and biographical sketches of Maryland negroes.

Brett, Jesse

Via mystica; a devotional treatise on the life of prayer, based upon the Song of Songs. 410p. front. O '25 N. Y., Macmillan \$3.50

Augur, Robert C., ed.

Locomotive cyclopedia of American practice. 1130p. il., diagrs. Q '25 N. Y., Simmons-Boardman \$8; lea., \$10

Baldwin, William Edward, ed.

New York insurance law annotated; 1925 ed. various p. O '25 N. Y., Banks Law Pub. Co. \$7.50

Bender's penal law, and the Code of criminal procedure of N. Y. to 1925; 17th ed. 1206p. O '25 Albany, N. Y., M. Bender fab. \$10.50

Boettcher, Rev. O.

Sabbatarianism and immersionism. 22p. S (Eng. tract no. 98) '25 St. Louis, Mo., Concordia Pub. House pap. 10c.

Brisco, Norris Arthur, and Wingate, John W.
Retail buying. 410p. (bibls.) il. diagrs. O
(Retailing ser.) c. N. Y., Prentice-Hall \$4
Showing how stores direct and control their purchases.

Cadwell, Floralyn

The wicked Wang-Pah meets a dragon; a Chinese fantasy in three acts. 47p. il. D c. '24, '25 N. Y., S. French pap. 50 c.

Campbell, Major Sir Duncan Alexander Dundas

Records of Clan Campbell in the military service of the Honourable East India Company, 1600-1858. 396p. (bibl. footnotes) O '25 N. Y., Longmans \$4.50

Canfield, Dorothy, i.e., Dorothea Frances [Mrs. John Redwood Fisher]

Made-to-order stories. 263p. il. (col. front.) D [c. '25] N. Y., Harcourt \$2.50
Made-to-order stories were told to a ten-year-old boy who invented the ingredients of the plots himself.

Carse, Adam

The history of orchestration. 361p. (bibl. footnotes) il. O '25 N. Y., Dutton \$5

Cartwright, Charles E.

The boys' book of ships. 335p. il. D [c. '25] N. Y., Dutton \$2
All about ships—from those of 5000 B.C. to the steamships of today.

Chappell, Ashley, D.D.

The darning of Jesus. 148p. D [c. '25] N. Y., Doran \$1.60

Chappell, Clovis Gilham, D.D.

Sermons on Old Testament characters. 169p. D [c. '25] N. Y., Doran \$1.60

Christie, May

The gilded rose; a novel. 383p. D c. N. Y., Putnam \$2
The tale of a modern Cinderella from Long Island.

Clay, Susan

Poems. 32p. T [n. d.] Chic., Ralph F. Seymour, Fine Arts Bldg. bds. \$1

Colville, Kathleen

Mr. Marionette. 64p. il. (pt. col.) O ['25] Bost., Houghton \$1.50
A story about a Punch and Judy showman told for children.

Compton-Rickett, Arthur

Robert Browning: humanist. 389p. (3p. bibl.) S (Fireside lib.) '25 N. Y., Dial Press \$1.50
A selection from Browning's poetry; one of the first volumes in a new series.

Bureau of American Ethnology.

Thirty-ninth annual report to the secretary of the Smithsonian Institution, 1917-1918. 636p. il. Q '25 Wash., D. C., Gov't. Pr. Off.; Supt. of Doc. apply

Burke, Emma Maxwell

A perfect course in millinery; rev. ed. 190p. il., diagrs. S '25 N. Y., Illustrated Milliner Co. \$2

Davidson, F. A.

Measuring the breeding value of dairy sires by the records of their first few advanced registry daughters. various p. il. O (Agri. exper. sta. bull. no. 270) '25 Urbana, Ill., Univ. of Ill. pap. apply

Cornell, Hughes

Born rich. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

Coverdale, Harry

Unknown seven. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

Cuddy, Lucy, and others

Thanksgiving in Plymouth. 167p. il. diagrs. S [c. '25] Chic., Rand, McNally 75 c.
An historical play in three acts, with instructions for its presentation by children, and special music.

Davis, John William, and others

American citizenship. 96p. D [c. '25] N. Y., Crowell bds. \$1

A series of addresses given over the radio by John W. Davis, Philip Cook, Albert C. Ritchie, Luther B. Wilson and Charles E. Hughes under the auspices of the American Bar Association.

Davis, Marvin

The lake mystery. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

Day, Holman

Loving are the daring. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

Deane, Anthony C.

How to enjoy the Bible. 219p. S (Modern readers' b'ks shelf) [c. '25] N. Y., Doran \$1.25

Dekker, Thomas

Four birds of Noahs Arke; ed. by F. P. Wilson. 301p. nar. S '25 N. Y., Appleton bds. \$2.50
A book of prayers first published in London in 1609.

Dell, Ethel May

Tetherstones. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

Dickerman, George Sherwood

The old Mount Carmel parish, origins and outgrowths. 230p. (bibl. footnotes) il. maps O c. New Haven, Conn., Yale bds. \$3.50
The early history of a parish in the neighborhood of New Haven.

Dorland, W. A. Newman, M.D., ed.

American illustrated medical dictionary; 13th ed., rev. and enl. 1344p. il. (pt. col.) O '25 Phil., W. B. Saunders flex. cl. \$7

Douglas, Dorothy Wolff

Guillaume De Greef; the social theory of an early syndicalist. 391p. (6p. bibl.) front. O (Studies in hist., economics and public law, no. 264) c. N. Y., Longmans pap. \$4

Davis, Richard Harding

The Zone police. 20p. D (Internat'l. copyrighted ed. no. 279) c. '14 N. Y., S. French pap. 30c.

Dept. of Interior, U. S. Geological Survey

Surface water supply of the U. S. 1922; pt. 4, St. Lawrence river basin. 144p. il. O (Water-supply pap. 544) '25 Wash., D. C., Gov't. Pr. Off.; Supt. of Doc. pap. apply

Surface water supply of the U. S. 1922; pt. 8, Western Gulf of Mexico basins. 128p. il. O (Water-supply pap. 548) '25 Wash., D. C., Gov't. Pr. Off.; Supt. of Doc. pap. 15c.

Downey, Fairfax

Father's first two years; il. by Margaret Freeman. 124p. D c. N. Y., Minton, Balch \$1.50

A book written especially for very young fathers.

Downing, Elliot Rowland

Teaching science in the schools. 198p. (bibl. footnotes) il. diagrs. D (Univ. of Chic. school science ser.) [c.'25] Chic., Univ. of Chic. Press \$2

Dunn, J. Allan

The water bearer. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

Edwards, A. S.

The psychology of elementary education. 349p. (bibls.) D [c.'25] Bost., Houghton \$2
A textbook for teachers.

Eliot, George, pseud. [Mrs. Mary Ann Evans Cross]

Silas Marner; ed. by Mary P. Eaton. 348p. il. S (Companion classics) [c.'25] Phil., Wins-ton 72 c.

Farrow, E. Pickworth

Plant life on East Anglian heaths; being observations and experimental studies of the vegetation of Breckland. 118p. il. Q '25 N. Y., Macmillan \$2.50

Finkel, Harry

Diet and cook book. 288p. O [c.'25] N. Y., Society for Public Health Education, 1425 Grand Concourse pap. \$2.25
A diet book for doctor, nurse, dietitian, layman and all who are interested in the study of diet in its relation to health.

Fishbein, Morris, M.D.

The medical follies. 223p. D c. N. Y., Liveright \$2

Articles on the records of the healing cults on the borderland of the medical profession by the editor of the Journal of the American Medical Association.

Fleming, Rachel Mary, comp.

Round the world in folk tales. 121p. (1p. bibl.) il. D [c.'25] N. Y., Harcourt \$1.50
Sixteen tales from various lands, for children.

Folsom, Elizabeth Irons

Free. 320p. D [c.'25] N. Y., Macaulay \$2
The drama of ordinary life in a mid-western town.

Formoy, Beryl E. R.

Dominican order in England before the Reformation. 176p. D (Studies in church hist.) '25 N. Y., Macmillan \$2.40

Fornaro, Carlo de

John Wenger. 23p. il. (pt. col.) O [c.'25] N. Y., Joseph Lawren bds. \$3
A sketch of the work of a modern designer of stage settings, with numerous pictorial examples.

Fox, Charles Donald

Little Robinson Crusoe. 168p. il. O c. N. Y., Chas. Renard Co. \$2
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 Stock control in department stores. Lazarus, A. \$2 *Dry Goods Economist*
 Story of man's work, The. Hayward, W. R. \$3 *Minton, Balch*
 Superheat engineering data. \$1 *Superheater Co.*
 Teaching health in public schools. McDonald, A. \$1.50 *Gresham's*
 Teaching science in the schools. Downing, E. R. \$2 *Univ. of Chic. Press*
 Term's music, The. Glover, C. H. \$2 *Dutton*
 Tetherstones. Dell, E. M. 75c. *Burt*
 Thanksgiving in Plymouth. Cuddy, L. 75c. *Rand, McNally*
 Touchstone of architecture, The. Blomfield, Sir R. \$3 *Oxford*
 Travelling on the democratic donkey. Launi, C. G. \$2 *Rochester Alliance Press*
 Treatise on the law of public utilities. Pond, O. L. \$10 *Bobbs-Merrill*
 Unknown seven. Coverdale, H. 75c. *Burt*
 Via mystics. Brett, J. \$3.50 *Macmillan*
 Vicky Van. Wells, C. 75c. *Burt*
 Wanderings and excursions. MacDonald, J. R. \$3 *Bobbs*
 Water bearer, The. Dunn, J. A. 75c. *Burt*
 Way and the witness, The. Garvie, A. E. \$1.25 *Revell*
 Wenger, (John). Fornaro, C. de. \$3 *Joseph Lawren*
 Wicked Wang-Pah meets a dragon, The. Caldwell, F. 50c. *S. French*
 Wild harvest. Oskison, J. M. \$2 *Appleton*
 Yorke the adventurer. Becke, L. \$2 *Lippincott*
 Young people's cook book. McFee, I. N. \$2 *Crowell*



Old and Rare Books



Edited by Frederick M. Hopkins,

EDWARD GOLDSTON, the English bookseller, who recently bought a fine copy of the Gutenberg Bible from a monastery in Austria, says that he has received several tempting offers from America.

SIX times have the people of Florence, where Dante was born in 1265, demanded his mortal remains of Ravenna, where he died in exile in 1321, and as many times have they been refused. In anticipation of a seventh petition, Ravenna is now preparing to rebuild the tomb of the poet and rebeautify it.

A. EDWARD NEWTON, under the caption of "A Way to Immortality," contributes to Alfred Fowler's summer number of *The Golden Galleon* a description of the new bookplate designed for the Johnson collection of R. B. Adam, the famous Buffalo collector of Johnsoniana and Boswelliana. It is a simple leather label, an oval bearing the words "Ex Libris R. B. Adam" surrounding a portrait of Dr. Samuel Johnson.

THE George D. Smith Company, thru R. J. C. Lingel, director, announces its removal from its picturesque quarters on East 45th Street, of this city, to the third floor of 145 West 57th Street. The new quarters will give additional accommodations and in a few days the stock will be completely removed and put in order at the new address. This famous bookshop, with increasing stock, is doing a good business and has bright prospects.

HOUGHTON MIFFLIN COMPANY has just published "Rare Glasses of the XVII and XVIII Centuries" by Joseph Bles, in a special limited edition of 250 copies. The volume is a handsome quarto, illustrated with 100 re-

productions of the rarest specimens of glass. This is an important book on a subject of great interest to collectors. In no work on English glass has such a large number of effectively reproduced plates from pieces of exceptional interest and quality been brought together, and to the advanced collector the book will form an invaluable guide.

AS told in cable dispatches, the danger which for several years threatened the seclusion of the churchyard at Stoke Poges made famous by Gray's "Elegy," is at last to be wholly removed. Early in the year, the *London Times* published an appeal by the parochial church council of Stoke Poges for funds to purchase ten acres of land which adjoin the churchyard and which seemed likely to fall into the hands of the builders; to carry out repairs to the church tower, and, if possible, to replace the steeple. Canon Barnett, the vicar, has announced that the conservation plans have been successful, the church property will be handed over to the National Trust, which insures the preservation and care of the famous old church and churchyard as Gray described it.

A CABLEGRAM in the New York *Times* from Berlin reports that a small fragment of the original "Codex Sinaiticus of the Bible" dating from the Emperor Constantine, has been found in a collection of parchments, most of which were from the Sinai Cloister, belonging to Dr. Grote of Berlin, by Professor Bees, who is a recognized authority on parchment manuscripts. Professor Bees believes that the fragment is a portion of one of the fifty handwritten Scriptures which Constantine ordered written and distributed throughout Asia Minor and other Greek colonies, and that it is the oldest written fragment of the Holy Scriptures yet discovered.

H. M. LEYDENBERG, in the July number of the *New York Public Library Bulletin*, considers at some length the letters written by Lord Macaulay to Henry S. Randall between 1857 and 1859, in which the English author gives his views of the future of the United States. Since their first appearance in *Harper's Magazine* in February, 1877, they have often been quoted in political contests. These interesting letters of Lord Macaulay, vigorously assailing the Jeffersonian principles, are not included in Macaulay's printed works. The original letters are owned by Leo Oppenheimer of New York and thru his courtesy the *Bulletin* gives reproductions of the holographs.

THE National Library of Madrid is not often mentioned among the great libraries of Europe but its historical collections are of great value nevertheless. It has many books that survived the torch of the Inquisition. For instance, it has a collection of priceless manuscripts—the most important of its kind in Spain—dating from eleventh century onward. There are beautifully illuminated examples of the work of Spanish, Flemish, French, Italian and German craftsmanship. There is an interesting collection of autographs covering a period of four centuries. There are sections devoted to the fine arts, music and maps. In 1905 a Cervantes room was opened and at once attracted great attention. It contains copies from nearly all the published editions of Cervantes' works, in nearly every language, from the first edition of "Don Quixote" onward. On the walls are interesting modern pictures depicting the life of Cervantes and of his famous knight—one and the same person, Spaniards say.

THE "Life of Thomas Holcroft," written by himself and continued to the time of his death from his diary, notes, and other papers, by William Hazlitt, and newly edited with an introduction and notes by Elbridge Colby, illustrated with portraits and facsimiles, has just been published in two handsome volumes in a limited edition of 700 copies by Constable of London. First published in 1818, it has since been reprinted only in the "Collected Works" of William Hazlitt, edited by

Waller and Grover in 1902. The present edition is the first separate reissue of the work ever undertaken, and by far the most complete text ever published.

MANY collectors will be glad to know of the forthcoming publication of a second series volume of the "Bibliographies of Modern Authors" uniform with Henry Danielson's well received work of that title published in 1921, which quickly ran out of print. The new volume, by C. A. and H. W. Stonehill, will give full collations of some 200 "collected" items, none of which have been collated in print before and many of which are now brought to light for the first time. The six authors thus dealt with are: John Davidson, Ernest Dowson, Katherine Mansfield, Alice Meynall, Walter Pater, and Francis Thompson. Facsimiles of title pages will be included; the format will be a demy octavo. The edition will be limited to 750 numbered copies.

THE recent effort to locate the famous Bixby letter written by Abraham Lincoln during the Civil War inspired a similar effort to find the original manuscript of the epitaph of Benjamin Franklin, written nearly two hundred years ago, when, as a young printer, he lay seriously ill in Philadelphia. It is now reported that it has been found in the collection of William Mason of Chicago, who purchased it more than a decade ago. Mr. Mason's collection, it is said, contains, in addition to many rare Franklin items, unpublished letters by Washington, Jefferson, John Paul Jones, and other statesmen, generals, and authors of the Revolutionary War period and of the early years of the American Republic. In addition to its rare autograph letters and manuscripts, it contains much rare Americana as well. For instance, its Frankliniana contains many rare Indian treaties printed by Franklin; "Poor Richard's Almanac" virtually complete from its first copy printed in 1733; and a complete set of Franklin's *General Magazine and History and Chronicle*, the second magazine to be printed in America.

Catalogs Received

Rare books, Americana, Virginiana, etc. Miller & Rhodes, Richmond, Va.
Worth-while books, first editions, etc. M. E. Northwall, 641 Peters Trust Bldg., Omaha, Neb.

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The Weekly Book Exchange

Books Wanted and Books For Sale

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Write your wants plainly, on one side if the sheet only. Illegible "wants" are ignored. To insure prompt replies each title should begin on a separate line. Grouped titles in a solid paragraph, excepting those by one author, not allowed. The WEEKLY is no responsible for errors. Parties with whom there is no account must pay in advance.

Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

BOOKS WANTED

Adair's Bookstore, Denver, Colo.

Howlett, W. J., Life of Bishop Machebeuf, Pueblo, 1908.
 Salpointe, J. B., Soldiers of the Cross, 1898.
 History of New Mexico, Pacific State Pub. Co., Los Angeles, Chicago, and N. Y., 1907.
 Dewey, Studies in Logical Theory.
 Strange Manuscript Found in a Copper Cylinder, De Mille.

Aladdin Bk. Shop, 205 Trumbull St., Hartford, Conn.
 Review Copies Latest Fiction.

Adelbert College Library, Cleveland, Ohio

Astor Library, Catalog, 9 vols.
 Astor Library, Catalog, vol. 5, 1866, and 2nd series, 4 vols., 1886-1888.

Amer. Bapt. Pub. Soc., 1107 McGee, Kansas City, Mo.
 Emphatic Diaglot.
 Interlinia.
 Ancient History, Collier.
 Gray's Anatomy, second hand.

Amer. Sunday-School Union, 1816 Chestnut St., Phila.
 Selected Sermons, 20 vols., Talmage.

American Tract Society, 7 W. 45th St., New York
 Eusibius, Ecclesiastical History.

W. H. Andre, 607 Kittredge Bldg., Denver, Colo.
 Series of American Archives, pub. by Post, 1846, by Authority of Government.
 15-vol. Beacon Lights History.

Argus Book Shop, 434 S. Wabash Ave., Chicago
 Strickland's Queen of England, vol. 1, Bohn Library.
 Last of Romanoffs, Rivet.

A. S. Arnold, Metuchen, N. J.

Books on Ancient Egypt, Hieroglyphs, Arts, etc.

Atlantic Monthly Bk. Shop, 8 Arlington, Boston 17
 An Island Garden, Celia Thaxter.

Auditorium Bk. Store, 1407 Arapahoe St., Denver
 Any of George W. M. Reynolds works.
 Regulation, Valuation, Depreciation Public Utilities,
 Wyer, pub. Sears & Simpson, Columbus, Ohio.

Ball & Brown, 30 Broad St., New York
 Encyc. Modern Cooking, T. F. Garrett.
 Sienkiewicz, Knights of the Cross.

Barnes & Nobles, 76 5th Ave., New York
 Drummond, Evolution of Bible Study.
 Ott, Sour Grapes.

H. C. Barnhart, 35 W. Market St., York, Pa.
 Peter and Alexis by Merejowski, Putnam.
 Reminiscences of Sixty Years in the National
 Metropolis, Benjamin Perley Poore, 2 vols.
 Thirty Years View, Thomas H. Benton.
 Seven Decades of the Union, Henry A. Wise.

N. J. Bartlett & Co., 37 Cornhill, Boston
 Mass. Hist. Society, 3rd Series, vol. 9; 4th Series,
 vol. 1.

Beach's Bk'shop, 418 N. Meridian, Indianapolis, Ind.
 Salesman's Kindergarten, W. Hall, Knopf, 2 copies.

C. P. Bensinger Cable Code Book Co., 19 Whitehall
 St. New York
 Schofield's General Telegraph A B C 5th Improved.
 Peterson, Banking, Sampler's Code.
 Western Union, Lieber 5-Letter Codes.
 Any American-Foreign Language Code.

Benziger Bros., 36 Barclay St., New York
 Lacordaire, Letters to Young Men.
 Lacordaire, Thoughts & Teachings.
 Thaddeus, Imitation of Christ.

Biola Bk. Room, 536 S. Hope St., Los Angeles, Cal.
 Through Gates of Pearl, Albertson.
 It Is Not Lawful.
 Types in Genesis, Jukes.
 Sunday the True Sabbath, S. W. Gamble.

W. P. Blessing Co., 208 S. Wabash Ave., Chicago
 Anatole France, pub. by Parke, Austin and Lipscomb, vol. 1, full crimson leather.

Book League, 47 W. 42nd St., New York
 World's Commercial Products.
 Industrial & Commercial South America.

The Book Shelf, 15 Garfield Pl., Cincinnati, Ohio
 Sahara (the Romance of a Spohi) unexpurgated,
 Pierre Loti, Brentano.
 Rowand, William Gilmore Begmer.

BOOKS WANTED—Continued

The Book Shelf—Continued

Mushrooms, Edible and Otherwise, Hard.
Secret Symbols of the Rosicrucians, Hartman.

The Book Shop, 89 Halsey St., Newark, N. J.
Bairnsfather, Fragments from France, pts. 1-4.
Burton, Arabian Nights or other unabridged ed.

The Bookery, 1647 Welton St., Denver, Colo.
English Literature, Mediaeval, W. P. Ker, any ed.

E. Borgmann, 10 Hyde Station, St. Louis, Mo.
Chemical News, London, 1864, 1865, 1866, 1908. 1909, 1910, 1915.
The Analyst, London, 1876-79, 1918-24 incl.
Berichte, 1910-24 incl.

Brentano's, 218 S. Wabash Ave., Chicago
Lays of Marie de France.

Brentano's, 1 W. 47th St., New York
Brown's Silhouette, pub. in 1844.
Way, Theocratus.
Realf Rich, Poems, pub. Funk & W.
Open Market, Eliz. D. Baker.
Life of Jan Vermeer, Philip Hale, Houghton M. Co.
Brentano's, F & 12th Sts., Washington, D. C.
Land of Cotton.

Brick Row Bk. Shop, 104 High, New Haven, Conn.
Alice in Wonderland, illus. by Arthur Rackham, large paper copy.
Life of St. Bernard.
Congreve Plays, Mermaid ed.
Phonic Shorthand, Burns.
Proceedings of the Centennial of Chemistry Held Aug. 1, 1874, at Northumberland, Pa., Collins 1875.

Brick Row Book Shop, 19 E. 47th St., New York
Langford, Vigilant Days & Ways, 2 vols.
Church, A. W., Colour.
Hughes, Mrs. F. J., Harmonies of Tone and Colour, with suppl.
Newbegin, Colour in Nature.
Encyclopedia Britannica, last Student's ed.

Bridgman & Lyman, 108 Main, Northampton, Mass.
Landscape Painting in Water Colors, J. McWhirter.
Brown Book Co., 51 Patton Ave., Asheville, N. C.
Theory & Practice of Archery, H. A. Ford, Longmans.
Witchery of Archery, M. Thompson, Scribners.

Brown Book Shop, 623 State St., Madison, Wis.
Modern Eloquence, vol 13 only, ¾ leather, 1903 ed.
Grant's Memoirs, vol 1 only, green cloth.

Bryant Bk. Shop, 72 W. 48th St., New York
Events Man, Richard Barry.

Burrows Bros. Co., 633 Euclid Ave., Cleveland, O.
Schoolmaster of Hessville, Helen R. Martin.

Fanny Butcher, 75 E. Adams St., Chicago
Some Notable Altars in the Church of England, Wright, Macmillan.
1st ed. of Beyond Life, Cabell, McBride.
1909 Crowell ed. What Is Art, Tolstoy.

C. A., care Publishers' Weekly
Shifting Sands, K. W. D. Fedden, Houghton Mifflin

Carnegie Free Library, Duquesne, Pa.
Bible, Catholic version, Hungarian, 1 vol.

Hoyt Case, 21 E. 61st St., New York
Boyd, Drums, 1st ed.
Powys, Soliloquy of a Hermit, N. Y., 1916.
Balzac, The Girl With the Yellow Eyes.
Shakespeare, vol. 2 of the 7-vol. set of His Dramatic Works, pub. at Boston, 1837, by Hilliard, Gray & Co.
Moore, Flowers of Passion.

Celebrated Authors Society, 723 7th Ave., New York
Laura Jean Libbey and Maurice LeBlanc Stories.

Chicago Book Store, 62 E. Monroe St., Chicago
St. Beuve, Portraits of the 17th & 18 Century.
Cholmondeley, Christine.
Herriott, Madame Recamier.
Historian's History of the World.
Meynell, Sargent.
O'Neill, Plays, 2 vols.
Peck, Harry Thurston, What Is Good English?
Peck, The Little Touches.
Thompson, No Man's Land.

Chicago Med. Bk. Co., Congress & Honore, Chicago
Robinson's Pathfinders of Medicine.
Deaver's Surgical Anatomy of Head & Neck.

Circulating Library & B'kshop, 799 Park Ave., N. Y.
50 Years of Journalism, M. Stone, pub. Doubleday, Page, 3 copies.

Arthur H. Clark Co., 4027 Prospect Ave., Cleveland
Alzog, Manuals of Church Hist., 3 vols.
Wimer, Events in Indian History.
Burke, Genealogical and Heraldic Hist. of Landed Gentry of Ireland, latest ed.
Dunn, Massacres of Mts.
Hassler, Old Westmoreland.
Day, Windows, 1897.
Halland and Smith, Teaching of Chemistry and Physics in Secondary Schools.
Kirkpatrick, Imagination and Its Place in Education.
Fitch, Art of Questioning.
Book Review Digest, 1906-1908.
Davidson, Aristotle and Ancient Educ. Ideals.

L. M. Cornwall, 227 Pa. Ave., Washington, D. C.
Root & Connelly, Overland Stage.
Rawle, On Constitution.
Macy, The Whales We Caught.
Diary of a Refugee.
Jones, Rebel War Clerks Diary.
Nordica, Richmond Bygone Days.
Thompson, Witchery of Archery.
Adams Diary, 12 vols.
Upham, Notes on Voyage to Calif.
Brown, Whaling Cruise.
Allen, Adv. with Indians & Game.
Norris, Calumet of Coteau.

Davis & Banister, Slater Bldg., Worcester, Mass.
France From Within, Claire De Pratz.

Davis & Nye, Waterbury, Conn.
Roofree, Buck, Doubleday.
Life & Gabnetta Glasgow, Doubleday.
Under the Stable Floor, Hyde.
Old Province Tales, MacMechan, Doran.
Flower of Lily, Orcey, Doran.
Substitute Millionaire, Footner, Doran.

Dellquest's B'kshop, 2913 S. Vermont, Los Angeles
Brother of the Third Degree.
Craig, Towards a New Theater, 2nd handed.
Donder, On the Eye.
Emow, Organization of Empire of Incas.
Forlong, Faiths of Mankind; Rivers of Life.
Famous Crimes & Criminals, Doran.
Godey's and Peterson's Magazine, col. plates.
Ingersoll, orig. Dresden ed., not reprint, 12 vols.
Laroque, Acteurs et Actrices de Paris.
Le Plongeon, Queen Moo; Sacred Mysteries.
Mosumdar, Life & the Way.
Mason, Baskets & Basketry, Nat. Museum Report.
Luzumiat, Abu 'L' Ala Al Marri, Eng.
Lucian, Works, Bohn, pref.
Totten, Our Race ser., any nos.
Seiss, Miracle in Stone.
Trailing Arbutus, a novel.
White, Warfare of Science, 2nd handed.
White, Mrs. E. G., Testimonies, 1, 2, 3, 5, 6, 7.
Anything re: "Wild Bill" Hickock.
Kingslake, Inv. of Crimea, Blackwood's Cabinet ed., vol. 6 only.
Watson, Story of France, vol. 2 only.
Hare, Story My Life, Allen, vol. 3 & 5.
Parton, Andrew Jackson, 1866, vol. 1 only.

Detroit Book Shop, 10827 E. Jefferson, Detroit, Mich.
Crane, Human Congession.
So Big.

BOOKS WANTED—Continued

Dixie Bus. Bk. Shop, 140 Greenwich St., New York
 Cambridge Modern History, set complete.
 Mysteries of the People, Eugene Sue, 3 vols., Labor News.
 Monetary Crisis in Rome, A. D. 33, Wm. Francis Allen, 1887.
 Report of Comptroller of Currency, 1915, vol. 1.
 Indices of General Business Conditions, Persons.
 Roman Law of Waters, Eugene F. Ware.

Doubleday, Page & Co., Garden City, N. Y.

The Sanctuary, Ellen Glasgow.
 The Sword of Lee.
 Clipper Ship Era.
 From Forecastle to Dreadnought.

Chas. H. Dressel, 552 Broad St., Newark, N. J.
 Mason Genealogy: George Mason of Gunston Hall, Virginia by Kate M. Rowland.

E. P. Dutton & Co., 681 5th Ave., New York

Abbott, Anglican Career of Cardinal Newman.
 Akers, History of South America, 1854-1912.
 Burgoyne, Submarine Navigation, 1903, 2 vols.
 Bolton, Spanish Exploration in the Southwest.
 Clark, Great Epochs in Religious History.
 Craig, Stars of Destiny.
 Cushing, Zuni Folk Tales.
 Cecil, Six Oxford Thinkers.
 Cabell, Jurgen, illus. English ed.
 Crockett, Revelations of Louise.
 Collison, In the Wake of the War Canoe.
 Dawson, Republics of South America, 1903, 2 vols.
 Dale, Things Worth While.
 Fletcher, Short Life of Cardinal Newman.
 Franklin, Benjamin, Life of, Written by Himself, Middleton, Conn., 1823.
 Grappe, Newman.
 Holland, Christ or Ecclesiastes: Sermons.
 Hart, Gospel of the Holy Twelve.
 Hanshaw, Cleek—The Master Detective.
 Halsey, Etymology of Greek and Latin Words.
 Jennings, Life of Cardinal Newman.
 Lucie Felix Fame, Newman.
 Lowndes, Heart of Penelope; When No Man Per-sueth.
 Lookhart, Cardinal Newman; Reminiscences of 50 Years.
 Luff, Postage Stamps of the U. S.
 Moorhouse, Pepys—Administrator, Observer, Gossip.
 Newman, F. W., Contributions to the Early Life of the Late Cardinal Newman.
 Oldcastle, Cardinal Newman.
 Parton, Life of Andrew Jackson, 2 vols.
 Pennell, Pennell of the Afgan Frontier.
 Pyle, Rabbit Witch.
 Parkman, The Oregon Trail, 1st ed.
 Paget, Hunting.
 Rosen, Forty Years, Knopf.
 Remington, Sundown Le Flare.
 Robinson, E. R., The Torrent and The Night Before, 1896, Gardiner, Me., blue paper covers; Children of the Night, 1897, Badger & Co., muslin covered boards, red and green; Children of the Night, limited ed., Japanese vellum, 50 copies; Captain Craig, 1902, Houghton, M., green linen paper label, special ed. of same, gilt top, 1903 ed. of same, light green cloth ed., top gilt; The Man Against the Sky, 1916, Macmillan, dark red, gilt lettering; Children of the Night, 1919, Chas. Scribner, green cloth.
 Sanborn, Kate, Old Time Wall Papers.
 Schliemann, History of Troy.
 Schlesinger, Instruments of the Modern Orchestra.
 Sears, History of Oratory.
 Totstol, War and Peace, Constance Garnett trans. only, Lane.
 Williams, On Many Sets, edited by W. S. Booth.
 Waller & Barrow, John Henry Cardinal Newman.
 Wilstech, Potomac Landings.
 Wells, C., The Man Who Fell Through the Earth.

Eastern Book Co., 235 W. 23rd St., New York
 Thomson, Secrets of Animals Life.

Edward Eberstadt, 25 W. 42nd St., New York
 California, Oregon, Wyoming, Utah, Montana and the Far West; Books, pamphlets, maps and manuscripts urgently wanted. Any and all items; price no object; spot cash with order. Attention to this notice will prove a source of continuous profit.

P. Eckler Pub. Co., Box 1218, City Hall Sta., N. Y.
 Grinding Reflectors for Telescopes, Draper and Richey, Smithsonian Inst., pubs.

Paul Elder & Co., 239 Post St., San Francisco
 Gardens Dictionary, illus. by Johnson.
 From Job to Job Around the World, Fletcher.
 Trust Companies, Herrick.
 MacGregor's Book of Bank Advertising.
 A Book Without a Title, Machen.
 Algiers and Tunis, Nesbit.
 Flood-Tide, Greene.
 My Little Book of Life, Strode.
 Picadilly Jim, Wodehouse.
 A Trump Through the Bret Hart Country.
 Memoirs of Mme. Le Brun, Strachey.
 Person Recollections of Wagner, Newman.
 Handbook of Precious Stones, Wodiska.

H. C. Feldstone & Co., 1218 6th, N.W., Wash., D. C.
 J. T. Moore, Ole Mistis, Negro stories.

Gustav Fock, Postschliessfach 100, Leipzig, Germany
 Bull. of the Mount Weather Obs., nos. 175 to 182, 184, 185.
 Monthly Weather Review, set.
 Proc. of the Limbe Soc. of N. S. Wales, set or runs.
 Simon Newcomb, Compendium of Spherical Astronomy, 1906.

Fowler Bros., 747 S. Broadway, Los Angeles, Calif.
 Hassan Gilman Letters on Occult Meditation by Alice A. Bailey.

W. & G. Foyle, 121 Charing Cross Rd., London, W.C. 2, England

Eckstein, Quintus Clandius, 2 vols., 1882, Gottsburch & Co.

John L. Galletti, 400 Grand St., Newburgh, N. Y.
 History & Geography of Japan, E. Papinot.
 Dunlop's Hist. of Fiction, Bohn, 1906.
 Source Book of Economics, Felter.
 Dictionary of Scientific Symbols.
 Periods of Literature, Augustan, Elton.
 Middle 18th Century, Millar.
 Later 19th Century, Saintsbury.
 Romantic Revolt, Vaughan.
 Literary Forgeries, J. Farrer.
 Comparative Literature, Posneti.
 History of Criticism, Saintsbury.

Gammel's Book Store, Austin, Texas

Words & Phrases, old series.
 Yoakum's History of Texas.
 Kennedy's History of Texas.
 Scarff's or Wooten's History.
 Whitman, Walt, Works of.
 Mystery of Metropolisville.
 White's Natural History of Selborne, cheap.
 Adventures of Louis Rougemont.
 Beethoven, Rolland.
 Anything about Texas.

Gimbel Bros., Book Dept., Philadelphia
 The High Adventure, Oxenham.
 Red Eve, Rider Haggard.
 Madonna of the Curb, A. B. Meyers.

Goodspeed's Book Shop, 9a Ashburton Pl., Boston
 Brown, Silhouettes, 1844, 2 copies.
 Clarke, Heart of Gaspe.
 De Smet, Oregon Missions, 1st ed.
 Elliot, Life of Bishop Roberts.
 Evans & Stivers, Hist. of Adams Co., Ohio.
 Hawthorne, The House of Seven Gables, 1851.
 Inderwick, The King's Peace.
 McIlwain, 1000 American Fungi.
 Phillpott, American Prisoner.
 Raines, Bibliography of Texas.
 Rosen, Forty Years of Diplomacy.
 Strachey, Frances Willard, Her Life and Work.
 Sumner, History of Missisquoi Valley, Vt.
 Todd, Banks of the Nile.

BOOKS WANTED—Continued

Goodspeed's—Continued

Wagner, Bibliography of the Plains & Rockies.
Genealogies, Barksdale, 1895; John Bean Proceedings, complete; Duke, Shepherd, Van Meter, Hubbell, 1915; Southwick, 1881.
All genealogical books and pamphlets.

Gotham Book Mart, 51 W. 47th St., New York
Hildebrand, Problem of Form in Painting and Sculpture.
Holme, Notes on Science of Picture Making.

Gramercy Book Shop, 122 E. 19th St., New York
Dulcho, History Church in S. C., Charleston, 1820.

Grant's Book Shop, 127 Genesee St., Utica, N. Y.
Nat Foster.
Life of Foster & Stoner.

Alexander Greene, 803 Fine Arts Bldg., Chicago
The Bozeman Trail, Hebard and Brininstool.

P. Guthrie's Bk. Shop, 516 Wm. Penn Pl., Pittsburgh
Beautiful Flowers, 2 vols., Wright, pub. Dodge.

Hampshire Bookshop, Northampton, Mass.
Chauncey Jerome, Hist. of American Clock Making.

Hawthorne Bk. Shop, 118 N. Fairchild, Madison, Wis.
Barber, Marks of American Potters.

B. Herder Book Co., 17 S. Broadway, St. Louis, Mo.
Schwickerath, Jesuit Education.
Wirth, New and Old Sermons.
Windle, A Century of Scientific Thought.
Ward, Life and Times of Cardinal Wiseman.
Conway, George Washington's Rules of Civility.

Ernst Hertzberg & Sons, 1751 Belmont Ave., Chicago
Tolstoi, vols. 21 & 22, Scribner, blue cloth.
Field, Eugene, Scribner, 12 vol. set.
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Karl W. Hiersemann, Königstrasse 29, Leipzig, Ger.
Proc. of the Amer. Soc. of Civil Engineers, 1916, 1920 and 1924.
Journal of Arnold-Arboretum, complete set.
Vives, opera omnia, 8 vols., Valent, 1782.
Archaeologia, vols. 3, 4, 6, 7, 26.
Kokka, nos. 302, 304, 369 to 387.
Coll. of P. Morgan, vols., Bronzes, Antique, Greek, Roman, etc., 1913.
Rosenon, Jewish Ceremonial Inst. and Customs, Baltimore, 1903.

Walter M. Hill, 22 E. Washington St., Chicago
Baring-Gould, Tragedy of the Caesars.
Yale Press Chronicles.
Vance, L. J., Lone Wolf, Little.
Baxter, Greatest of Literary Problems.
Books published on oils.
Secret Journal of Sir Henry Clinton.
The Books I Read as a Child, with contrib. by James Branch Cabell.
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Our Virginia Cousins.
De Vinne, Theodore Low De Vinne, 1915.
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Davenport, The Quest of the Arabian Horse.

Int'l Art & Science Bk. Co., 35 Nassau St., New York
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International News Co., 83 Duane St., New York
German Classics, 20 vols., German Pub. Soc., 1914.

Iowa State College, Library, Ames, Iowa
Goodnow, Politics and Administration, Macmillan.

George W. Jacobs & Co., 1726 Chestnut St., Phila.
The Mechanistic Conception of Life, Jacques Loeb.
Robert Morris, Patriot and Financier, Oberholtzer, pub. Macmillan, 1903.
Views & Reviews, Wm. Gilmore Simms.
The Love of God, St. Francis de Sales.
Self Surrender and Self Will and the Life of the Counsels, Mowbray.
Ship of Stars.
The Castle Family, Ingram.
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 Ministry of Beauty, Stanton D. Kirkham.
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 International Encyclopedia, latest ed.

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 Alfred S. Hudson, History of Concord.
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 Johnson's Wonder Working of Scions Savior in New England.
 Norris, Vandover & the Brute.

Little Book House, Nantucket, Mass.
 Adventures in the South Pacific, A Roving Printer, Harpers, 1861.

Little, Brown & Co., 34 Beacon St., Boston, Mass.
 Hummell's The Hussy, Boni.

Lofland & Russell, 732 W. 6th St., Los Angeles, Cal.
 How to Judge Architecture, or Appreciation of Architecture, Sturgis.
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 Genesis of Ore Deposits, Posepney.
 Scientific American, Mar., 1924, several copies.

B. Login & Son, 29 E. 21st St., New York
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 Memoirs of Count Grammont, 8vo, 2nd ed. revised, 1809, 3 vols., pub. White, Longmans, Hurst, Rees & Orme, and J. Scott.
 Orpheus With His Lute, W. M. L. Hutchinson.

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 History of Italian Furniture from the 14th to 19th Centuries, W. M. Odom, pub. Doubleday, Page.

Alfred Lorentz, Kurprinzstrasse 10, Leipzig, Germany
 American Journal of Physiology, 1915-23, vol 55, 51, 1.
 Amer. Jl. of Sociology, vols. 1-25.
 Archives Italiennes de Biologie, T. 7, 51, 53-55.
 Brünnow, List of Cuneiform Ideographs, 1889-98.

Diels, Doxigraphi Graeci, 1879.
 Duns Scotus, Opera, 1639, 26 vols., Paris.
 Emerson, Works, Riverside ed.
 Groot, The Religious System of China, 6 vols.
 Hobbes, Works, Eng. & Latin ed., Molesworth.
 Quarterly Journal of Experimental Physiology, vol. 13, 1922.
 The Lancet, 1914-1920.
 Migne, Patrologie Gréco-Latine, 166 vols.; Patrologie Latine, 222 vols.; Patrologie Grecque, 85 vols.
 Monumenta Germaniae Historica.
 Pearl, Studies of Human Biology, Boston, 1924.
 Rigveda, Sanhita ed., Müller, 2 vols.
 Singer, Studies in the History of Science.
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 Usener, Epicurea, 1887.

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 Travels of Marco Polo, Bohn Library, pub. Harcourt.

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Ruff, R. D. History of Lancaster Co., Pa.

Wright, Dodge City, the Cow Boy Capital.

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Genealogy of Strong Family, 2 vols.

Norman, Remington Co., Charles & Mulberry Sts.,

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N. C. College for Women, Library, Greensboro, N. C.

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15, 36; 1920, nos. 37, 43.

U. S. Bureau of Educ. Circulars of Information,

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2, 3; 1900, nos. 1, 2, 4; 1902, nos. 1, 2, 3, 4; 1903,

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O'Malley's Bk. Store, 329 Columbus Ave., New York

These Eventful Years, 2 vols.

The Open Book, 124 South St., Pittsfield, Mass.

The Passing Years, Willoughby de Broke, orig.

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South Wind, N. Douglas, pub. Martin Secker, Eng.,

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The Quest of Life, Charles R. Brown.

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Vol. 2 of British Weekly Pulpit, pub. about 1890.

Barnes Expository Notes on Matthew and Mark.

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Memoirs of Col. Mosby, ed. by Russell.

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Hollick, Nerves and Nervous Diseases.

Harper's Magazine, nos. containing Du Maurier's

Martian.

Johnson, Samuel, Works of, 16 vols., 1903, Pafreets ed.

Kephart, Amateur Gunsmith; Gunsmith's Manual.

Pringle, Twenty Years of Snipe Shooting.

Odom, Italian Furniture, 2 vols.

Richard, Village Life in America.

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Pocket Universal Dictionary.

Ball, Story of the Heavens.

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Vandehoff, Leaves from an Actor's Note-book.

Berry Papers, Extracts of Journal and Correspondence, 1783-1852, London, 1865, 3 vols.

Berry, Mary and Agnes, Compiled and ed. by Lewis

Melville, 1763-1852, London, John Lane, 1914.

Bayles Historical and Critical Dictionary.

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 Natural Law in the Spiritual World, H. Drummond, James Pott ed.
 Phillips Brooks, by William Lawrence.

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 Hill, Octavia, Homes of the London Poor, ed. with introd. by Louisa Lee Schuyler, N. Y. State Charities Aid Assn., 1875, pub. no. 8.

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 Cain, Walks in Paris.
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 Colt & Allison, Golf Course Architecture, Scribner.
 Complete Yachtsman, Heckstall-Smith & Du Boulay, Outing Pub. Co.
 Crawford, M. Mac D., Madame de Lafayette, Pott, 1907.
 Cruikshank, Umbrian Towns, Holt.
 Cutter, Expansive Classification, Lib. Bureau.
 De Guimps, Pestalozzi His Aim & Work, Appleton.
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 Faure, G., Wanderings in Italy, Houghton.
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 Geil, W. E., Great Wall of China.
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 Goff, Assisi of St. Francis.
 Gregory, W. K., Order of Mammals.
 Gribble, Mme. de Stael and Her Lovers.
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 Munthe, A., Letters from a Mourning City, London, Murray.
 Orczy, Eldorado.
 Stapfer, E., Palestine in the Time of Christ, ed in English.
 Stevens, Mrs. G. T., The Genealogy of the Wadhams Family, ed. of 1913.
 Symonds, N., Days Spent on a Doge's Farm.
 Tyrell, Christianity at the Cross Roads, Longmans, 1909.
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John D. Sherman, Jr., 132 Primrose Ave., Mount Vernon, N. Y.

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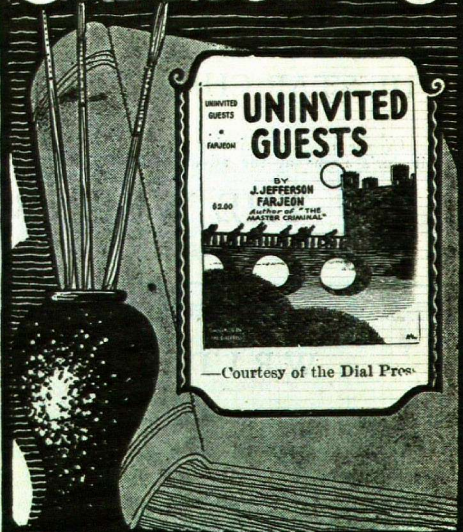
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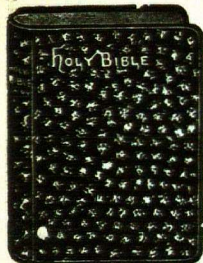
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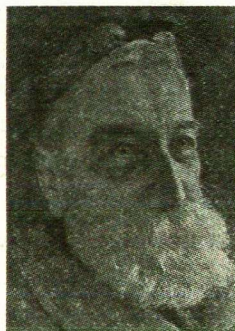
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